

VOGUE

JUNE

60c

**ADVANCE
RETAIL
TRADE
SUPPLEMENT**

Opposite page 14

The
Accessory
Flair
*Good Buys
Bulletin*

"The Influential 24c"

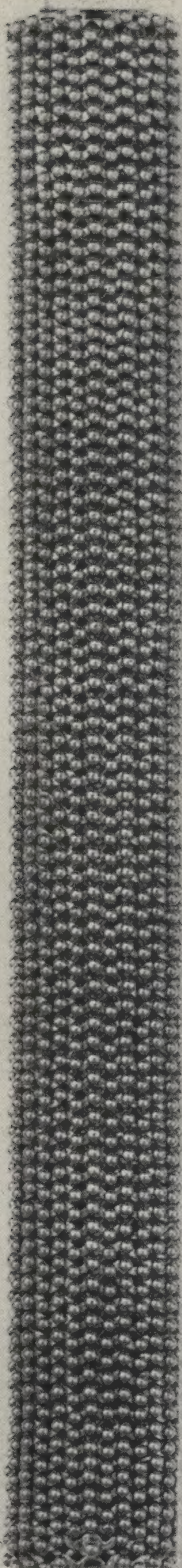
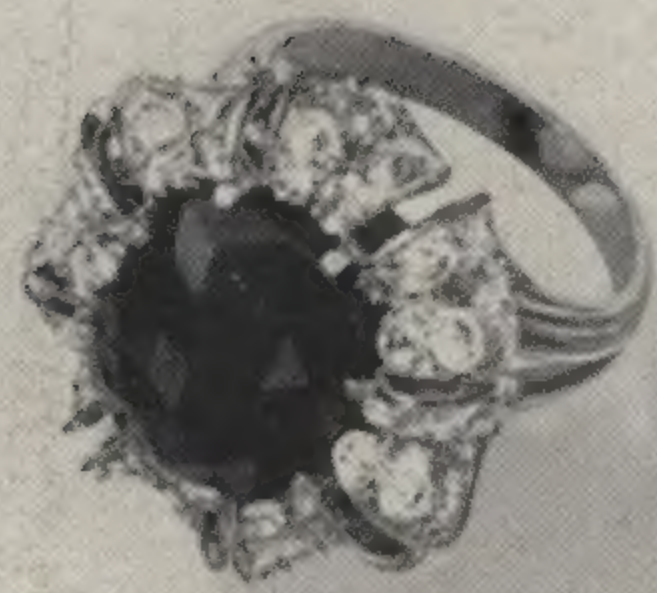


© U. S. RUBBER COMPANY PHOTOGRAPH BY RAY KELLMAN

Miracle of the sea: this airborne water-sylph, figure-controlled in a revolutionary new fabric, **Vycille**, a silk-textured cotton woven with Vyrene®, the new wonder yarn, lighter than elastic but ten times as strong. It fits like

THE TRUE **ABC** BRA-SIZED SWIMSUIT
ROXANNE

a suntan, smooth and sleek, and dries when you come up for air. In sea-glowing pink or blue. Sizes 32 to 38 in bra sizes A, B, C. About \$30. At fine stores. Or write: Roxanne Swimsuits, 1407 Broadway, New York 18, N. Y.



TIFFANY'S NEWEST RINGS . . . rare stones in beautifully designed settings

of diamonds in platinum. From top, left to right: Alexandrite of unusual quality, 9,000.

Deep golden sapphire, 5,400. Brilliant blue aquamarine, 2,300. Rare garnet of superb gem quality, 4,900.

Cabochon emerald set in eighteen karat gold and platinum, 3,900. Yellow sapphire, 2,900.

Flexible bracelet of beaded eighteen karat gold, 750.

Prices include federal tax.

TIFFANY & Co.
NEW YORK

HAVE A LOVE-AFFAIR WITH THE SUN...



IT KISSES YOU
WITH COLOUR!



ANTOINE de PARIS, ONE EAST 57 STREET, NEW YORK 22, N. Y.

\$2. plus tax

AMERICAN VOGUE

JESSICA DAVES

Editor-in-Chief

ALEXANDER LIBERMAN

Art Director

Senior Editors:

ALLENE TALMEY, Feature Editor

PRISCILLA PECK, Art Editor

MARGARET CASE

Managing Editor:

CAROL PHILLIPS

Fashion Editors:

NICOLAS DE GUNZBURG

CATHERINE McMANUS

BABS SIMPSON

KATHRYNE HAYS

MARGARET INGERSOLL

DENISE LAWSON-JOHNSTON

GRACE MIRABELLA

BETTY RHINEHART

CHESBROUGH RAYNER, Shop Hound

ELEANORE PHILLIPS, Los Angeles

SUSAN TRAIN, Paris

Executive Editor:

MILDRED MORTON

Beauty Editor:

CATHERINE GRAVETT

BETTINA McNULTY

Copy Editor:

ROSEMARY BLACKMON

Copy Associates:

LYDIA McCLEAN

MAUREEN FOUNTAIN

MARY KLEVE

EDITH LOEW

Fashions in Living:

ALISON BISGOOD

LUC BOUCHAGE

Travel Editor:

DESPINA MESSINESI

Contributing Editors:

MAB WILSON

MILLCENT FENWICK

THOMAS W. PHIPPS

TATIANA McKENNA

PHYLLIS STARR

Copy Executive:

JEANNE BALLOT

ANNIS BRADSHAW

Merchandising Service:

DOROTHY PARK

Production Manager:

MARCEL GUILLAUME

Layout:

G. WOODFORD PRATT

GERALD SLATER

Promotion Director:

MARY JANE POOL

Advertising Director:

HAROLD B. HOLTZ

Advertising Manager:

WILLIAM C. STOWELL

Fashion Advertising Manager:

RICHARD McMAHON

Associate Advertising Manager:

ROBERT E. YOST

NEW ENGLAND OFFICE

Statler Building, Boston 16, Mass.

Manager: John Brunelle

WESTERN OFFICE

Wrigley Building, Chicago 11, Ill.

Manager: William C. Stowell

PACIFIC COAST OFFICE

631 S. Westmoreland Ave., Los Angeles 5, Cal.

Manager: Robert J. Lapham

BRITISH VOGUE

Vogue House, Hanover Square, London W. 1.

Editor: Audrey Withers

Chairman: Harry W. Yoxall

Managing Director: Reginald A. F. Williams

FRENCH VOGUE

4 Place du Palais Bourbon, Paris 7

Editor: Edmonde Charles-Roux

Ass't to Publisher: Henry Bertrand

VOGUE IS PUBLISHED BY THE CONDÉ NAST PUBLICATIONS INC.

Editorial and Advertising Offices

420 Lexington Ave., New York 17, N. Y.

Telephone — LExington 2-7500

I. S. V.-Patcévitch, President

Benjamin Bogin, Vice President

Perry L. Ruston, Vice President

Wells Drorbaugh, Vice President

Alfred W. Cook, Treasurer

Mary E. Campbell, Secretary

Harold G. Meyer, Business Manager

Frank F. Soule, General Sales Counsel

VOGUE

INCORPORATING VANITY FAIR

There are three Vogues: American, French, British

I. S. V.-PATCÉVITCH Publisher

JUNE, 1959

COVER

Accessory flair that starts at the top:

a ruffy triangle of silk chiffon—

scattered with field flowers—

that ties over coiffures now.

Added lustre: seven strands of ersatz

pearls, lipstick and nail enamel colour

that taps all the pinkness in the world—

Pinkissimo by Revlon.

Scarf by Bersoie. Trifari necklace.

Everything, at Bonwit Teller.

Scarf and make-up, also at

L. S. Ayres; Frost Bros.

Diamonds-after-dark illustrated here

with diamond and turquoise earrings

and ring, from David Webb.



KAREN RADKAI

FASHIONS

- 57 Vogue's-eye view of clothes to the rescue
- 58 The accessory flair—what it means to summer dressing
- 68 Country evening notes: the flowery dresses
- 74 Six o'clock silks—in town, in colour
- 86 Summer on a shoestring—24 dresses with charming price tags
- 94 Open season, open cars, and emergency coiffures
- 98 Clothes with pro standing—for golf, tennis, swimming
- 104 Sweaters to dress by
- 106 Paris night line: riveting red
- 114 Figure conference—underpinnings for women on the move
- 116 Summer evenings—flowers in print: Vogue Printed Patterns
- 118 The deep denim country

FEATURES • ARTICLES • PEOPLE

- 78 People Are Talking About . . .
- 79 Lorraine Hansberry
- 80 "The Influential Twenty-four Cents"
- 82 The Robert Lehman Collection
- 108 Family Boating—Five Yachts
- 112 "Vienna Now." By William Sansom
- 120 Gossipy Memo on Travel

FASHIONS IN LIVING

- 120 Summer bedroom, mostly from a hamper
- 122 Summer on a shoestring: 50 fillips
- 126 Summer bedroom—new make-up

BEAUTY

- 96 Beach vs. hair; the new winners
- 106 What it takes to pull good looks together . . .

DEPARTMENTS

- 31 Vogue's School and Camp Directory
- 34 Vogue's Travelog
- 44 Shop Hound



AND NOW — UNBELIEVABLY BEAUTIFUL PORCELAIN LIPSTICKS BY JULIETTE MARGLEN . . . A FABERGÉ PRESENTATION
PORCELAIN SAND PORCELAIN PEACH PORCELAIN APRICOT PORCELAIN PINK PORCELAIN WHITE TOO



we like the assurance of this beautifully simple dress with
no time-or-travel limitations...designed by vera stewart
in chiffon flannel exclusively for **I. MAGNIN & CO.**

SAN FRANCISCO • OAKLAND • PALO ALTO • SACRAMENTO • FRESNO • LOS ANGELES • BEVERLY HILLS • PASADENA • SANTA BARBARA • LA JOLLA • SANTA ANA • SEATTLE



SUPRA-CONSTELLATION,
METEORIC RISE OF
THE BLACK SILK PUMP,
STAR DUSTED WITH JET
BLACK 'JEWELS'. ANOTHER
REASON YOU CALL

MADEMOISELLE THE
FASHION SHOE.

RARELY THERE COMES A GREAT FRAGRANCE...



'INTIMATE'

a fragrance now cherished by smart women as one of the world's seven great fragrances

Revlon



Mary Black

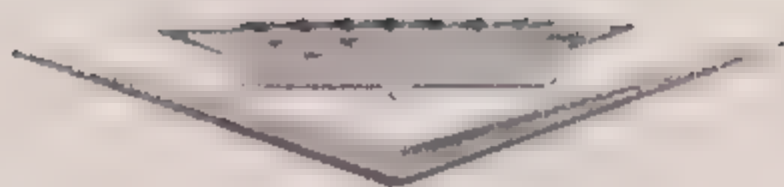
41 WEST 57th STREET, NEW YORK • PLAZA 8-2014



This highly classical costume is of imported warp silk print. Now, it can be beautifully worn by the important member of the wedding, then on to the European playgrounds. Finally, for your chic entertainment at Palm Beach. What an excellent fashion investment! In muted hues of greens, blues and rose. Sizes 8 to 18.



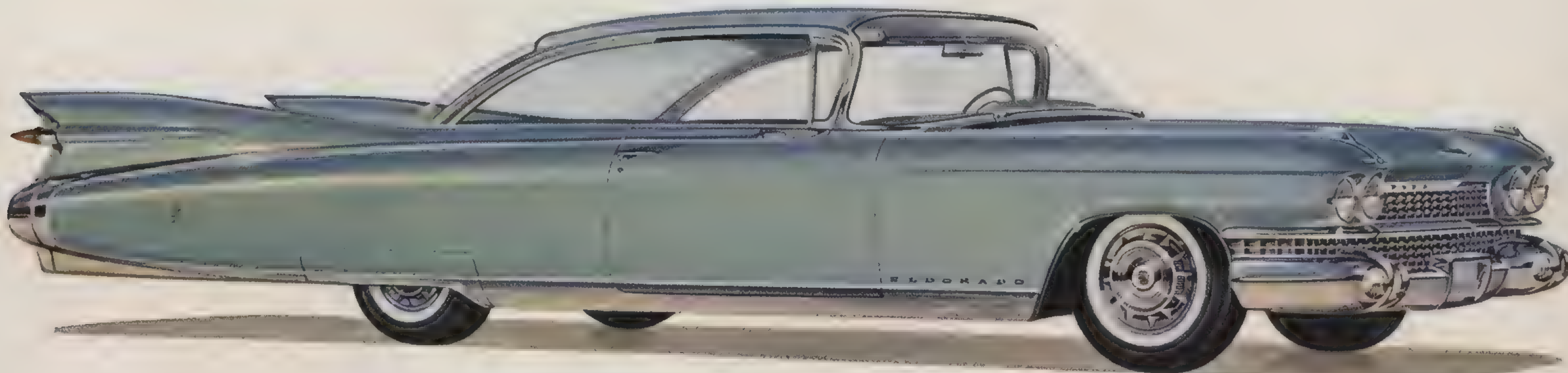
Gowns for mother and daughter
created for Cadillac by Ceil Chapman



How many ways does a Cadillac delight a lady? Let us count them. There is its great beauty, for instance, to please her eye . . . its wondrous luxury and spaciousness to enhance her comfort . . . its incredible quiet to bring her rest . . . its extraordinary handling ease to assure her relaxation . . . its renowned safety to add to her peace of mind . . . its great fame to inspire her pride . . . and its marvelous economy to satisfy her practical judgment. Have you yet to discover the magic of Cadillac for yourself? Then you should visit your Cadillac dealer soon and spend an hour or so in the driver's seat. It's motordom's most convincing sixty minutes!



Cadillac





*Bravissimo!
Fortissimo!*

it's

Pink'issimo!

by Revlon

un colore ardente...vibrante...elegantemente Italiano!

(A new...hot...vibrant pink—fashion elegance from Italy!)

Pink that *tingles* with life and color...*oceans* apart from any pink there ever was! So wildly...willfully...wonderfully pink—

it ignites every complexion...delights every fashion. 'Pink'issimo!

...a real Revlon'issimo pink—the smart woman's passport to summer!

BRILLIANT FASHION PREMIERE!

More excitement—new pearlized iridescence for your lips... 'Pink'issimo' in 'Frosted' Lipstick! Matching 'Frosted' Nail Enamel for your fingertips and toe-tips too. (And 'Pink'issimo' comes in regular lipstick and nail enamel of course.)

*'Futurama' Lipstick Case
by world-famous jewellers
Van Cleef & Arpels.*





Aloha! Suedes in Hawaiian Shades! Fashion history in the making: an exotic elegance of silky suedes . . . rapier-slim and sophisticated in shaping with the surprise of satin trim and a pride of colors . . . Viola, Blue Grotto, Hazelnut, Osage (green) or Greige. Three styles illustrated. Foreground, left to right: *Hula*, mid-heel pump in Osage. Stiletto heels: *Aloha* in Viola, *Lani* in Blue Grotto. At fine stores everywhere, or write Fiancées, Clark Shoe Company, Auburn, Maine.

Go steady with **Fiancées**

Fiancées are only \$12.95 and \$13.95. Slightly higher west of Denver.

Complete make-up...skin-flattering color in seconds!
No liquid make-up...no foundation needed!

*'Love-Pat'—the one compact make-up that
won't cake, streak, darken
or turn orange-y!*

*To flatter every complexion tone—
nine radiant shades, color-blended
as only Revlon can do it!*



Revlon **'LOVE-PAT'**

DIAMOND CHOKER BY VAN CLEEF & ARPELS © REVLON, INC., 1959

Smart women love carrying these beautiful compacts — Tortoise-Tone and new Classic White, 24K Gold Crest. Not shown—superbly designed Futurama refillable metal compacts. 3.50 to 10.00 plus tax.



Pink to please a woman

How delightful to pamper yourself in small, fastidious ways. Serena is frankly luxurious... a sanitary napkin that's fresh as a flower because a deodorant is part of its newness. And Serena is pink. Yes, really... pink.



Here is your summary of VOGUE's fashion news—ideas which you can use in your newspaper advertisements and window displays together with your own merchandise.

VOGUE / *idea sheet*

THE ACCESSORY FLAIR (COVER STORY)

New ways to project a dress into high-impact fashion on an accessory basis—with hats, jewellery, belts, gloves, handbags . . . notes on how-to-wear-what (pages 58 to 67).

SUMMER ON A SHOESTRING—GOOD BUYS BULLETIN

18 good summer looks for day, late-day, at-home—in town, in the country (pages 86 to 93).

COUNTRY EVENING NOTES

Garden prints on country dresses—to wear for cocktails, dinner, or don't dress evenings (pages 68 to 73).

CLOTHES WITH PRO STANDING

For women active in sports—clothes cut to a pro's taste providing the kind of action that's likely to improve the game—tennis, golf, swimming, sailing (pages 98 to 103; 108 to 111).

Six o'clock silks—in town, in colour

Continuing Vogue's sweep of colour—late-day city dresses in red, blue, green, and yellow (pages 74 to 77).

Sweaters to dress by

Cardigans that adapt a summer dress to a second climate (pages 94 to 97, 104 and 105).

Deep denim country

work clothes that are no work in themselves—everything wraps, ties (pages 118 and 119).

Underpinnings

Brassières and girdles for women on the move (pages 114 and 115).

FASHIONS IN LIVING: Good buys for a summer on a shoestring.

COPYRIGHT 1959, THE CONDÉ NAST PUBLICATIONS INC. PRINTED IN U. S. A.

VOGUE IS PUBLISHED SEMI-MONTHLY, EXCEPT FOR THE MONTHS OF MAY, JUNE, JULY AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC., GREENWICH, CONNECTICUT. EDITORIAL AND ADVERTISING OFFICES, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. ENTERED AS SECOND-CLASS MATTER AT THE POST OFFICE AT GREENWICH, CONNECTICUT, UNDER THE ACT OF MARCH 3, 1879. THE TRADE EDITION OF VOGUE IS AVAILABLE TO RETAILERS AND MANUFACTURERS OF WOMEN'S READY-TO-WEAR APPAREL AND ACCESSORIES BY SUBSCRIPTION PLACED DIRECT WITH THE PUBLISHER.

TRADE EDITION SUBSCRIPTION RATES:

\$13.00 FOR 2 YEARS; \$8.50 FOR 1 YEAR

TO POINTS OUTSIDE CANADA, U.S.A. AND POSSESSIONS:

\$13.50 PER YEAR

ADDRESS TRADE DEPARTMENT, GREENWICH, CONNECTICUT, FOR QUANTITY RATES.

VOGUE, JUNE, 1959, VOL. 133, NO. 10

JUNE VOGUE'S accessory and fashion quotes for your newspaper advertisements and window displays.

The accessory flair

Vogue says: "Accessories—summer look-makers"
Vogue says: "Accessories—for fashion punctuation"
Vogue says: "Jet, coral beads—for straw-coloured fashions"
Vogue says: "Sky-coloured earrings—with leafy green and white"
Vogue says: "Brilliant jet—the flair with black, beige, checks"
Vogue says: "Licorice glitter—earrings, necklaces, bracelets"
Vogue says: "Black lacquered bracelets—bamboo shaped"
Vogue says: "Patent leather belt—accessory with brio"
Vogue says: "Beige dress—with bright-as-jet belt"
Vogue says: "Shimmers of fake pearls"
Vogue says: "A cool coil of pearl and red beads"
Vogue says: "Beady bracelets—crowded on the wrist"
Vogue says: "Strings of jet—for a beige dress"
Vogue says: "Chalky earrings—summer dressing for black"
Vogue says: "Cinder-coloured accessories—flair-up for grey"
Vogue says: "Dotted stole—to punctuate a black sheath"
Vogue says: "The wide-screen hat"
Vogue says: "The flair with beige—black cartwheel hat"
Vogue says: "An orange slice of belt—with beige"

Summer on a shoestring

Vogue says: "Check-sized checks"
Vogue says: "Cool-million look—cotton at-home dress"
Vogue says: "Calico-ing—outdoorsy at-home dress"
Vogue says: "Denim—a city-force"
Vogue says: "Summer city suit—in poplin"
Vogue says: "Checks—very gingham-m-m-m"
Vogue says: "Spectator Paisley—for town, for country"
Vogue says: "Cartwheel sleeves"
Vogue says: "Paper-parasol sleeves"

Clothes with pro standing

Vogue says: "Bathing suit—with free-stroke sleeves"
Vogue says: "Short white tennis dress—court order"

More "Vogue says" quotes

Vogue says: "Garden prints—for country evenings"
Vogue says: "Silks the colour of lipstick"
Vogue says: "Six o'clock silks—in town: in colour"
Vogue says: "Strapless brassière—for summer sunbacks"
Vogue says: "New clothes necessity—the well-defined waist"

Fashions in Living

Vogue says: "More dash than cash—in summer decorating"

YOUR RELEASE DATE: JUNE 2



ALBERT WEISS Tiaras

FOR THE BRIGHTEST CROWNED HEADS OF THE WEDDING, PROM AND GRADUATION

Stars that go to your head...with a dream-like dazzle that
reflects the brightest event of the year. Albert Weiss

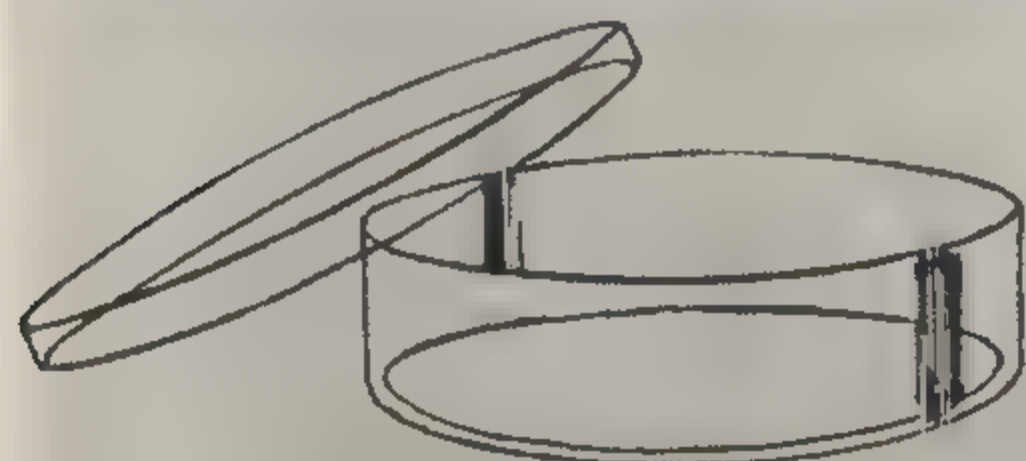
Imperial Pretenders of imported Austrian pretend diamonds.



Albert Weiss

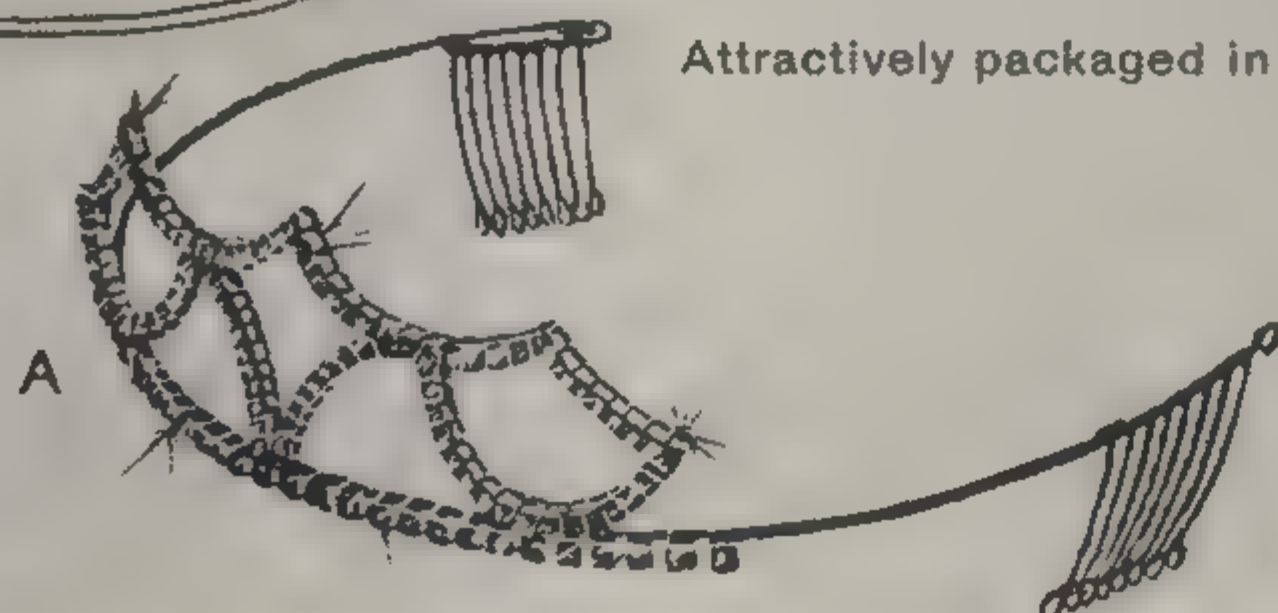
- A \$5
- B \$6
- C \$7.50
- D \$10
- E \$12.50

prices plus tax



Albert Weiss TIARAS with special
combclips stay beautifully and
comfortably in place all evening.

Attractively packaged in clear plastic box.



ALBERT WEISS JEWELRY AVAILABLE AT LEADING STORES COAST TO COAST. FOR THE ONE NEAREST YOU WRITE:
ALBERT WEISS & CO., INC., 15 WEST 37th ST., NEW YORK 18




IT'S JANTZEN !

The loveliest formations at sea level are of Fabulastic...fabulous elasticized fabrics by Ansonia Mills. Here, in a luxurious bengaline weave...just one of the many fashionable faces of Fabulastic. "Tamarama" swim-suit from the International Set collection by Jantzen. About \$20. At Filene's, Boston; Kaufmann's, Pittsburgh; Jelleff's, Washington; Bullock's, Los Angeles; Sibley, Lindsay & Curr, Rochester; Joske's, San Antonio; and other fine stores.

ANSONIA MILLS *incorporated, New York 1, N. Y.*

MADE
WITH **FABULASTIC®!**



Couture



AMERICANA



Milium®

METAL-INSULATED LINING
FOR ALL-WEATHER COMFORT

PRECIOSA—EXCITING NEW FABRIC BLEND OF IMPORTED VIRGIN WOOL AND PRECIOUS FURS—BELTED, CONTINENTAL STYLE—MILIUM LINED—BEIGE, BAMBOO, BLUE, BLACK—SIZES 8-12—\$69.50—SEE YOURSELF IN OTHER FASHION COUTURE
AMERICANA COATS OF **VICUNAVIE** (IMPORTED WOOL VICUNA BLEND \$69.50) AND **LA COUTURE** (PURE 100% CASHMERE \$69.50)—AT FASHION STORES EVERYWHERE—OR WRITE **COUTURE AMERICANA** 830 E. BROADWAY LOS ANGELES 13 CALIF. 90017

He can't
get you
out of
his mind...

when Wind Song
whispers
your message

You are unique when you wear
Wind Song...because Prince
Matchabelli created this perfume
to *diffuse differently on each
woman who wears it.*

You are the lovely disturber that
wakens its fragrance to fulfillment.
As it warms against your skin,
Wind Song becomes the warmth
and rhythm of your own special
pulse beat...your pulse beat is
Wind Song come to life.

Wind Song is the subtlest form
of communication between woman
and man. Its lingering and mem-
orable message is you.

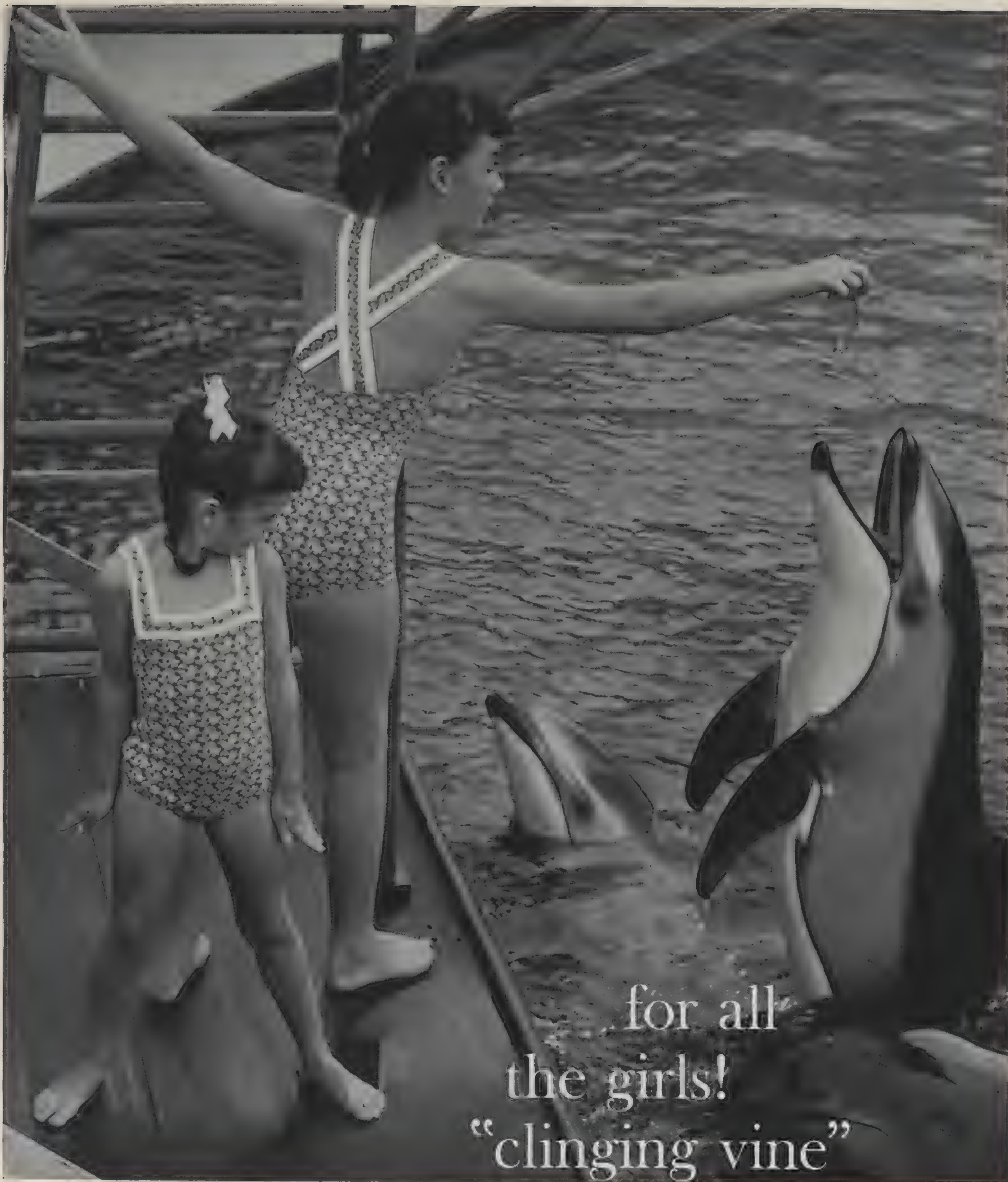


BY
Prince Matchabelli

Perfume 3.00 to 25.00
Cologne Spray Mist 2.00, 3.50
Cologne Parfumée 2.00, 3.50

PRICES PLUS TAX





for all
the girls!
"clinging vine"

Photographed at Marineland of the Pacific

Right in the swim of things—a swimsuit made for all the girls to have fun in. Catalina designs it of fine knitted cotton and elastic yarns to keep its young shape... gives it wide, wonderful straps to take a lot of action in or out of the water: "Clinging Vine" in Red, Royal or Aqua. 2/4, \$3.98; 3/6X, \$4.98; 7/14, \$6.98.

CHILDREN'S SWIMWEAR

Catalina

LOVELIER BY DESIGN



Catalina, Inc., Los Angeles 13 • Creators of Fine Swimwear, Sweaters and Sportswear • Subsidiary of Kayser-Roth Corporation

Hollywood Vassarette

U N D E R N E A T H I T A L L



French spoken here—vive le décolleté! The French line leads from wide-set straps to that very-V, very feminine look you'll love in Duchess lace on nylon marquisette. Bra style 1296, 32-38; B, C 5.95; D 7.50. Co-designed nylon powernet Long-Leg pantie girdle style 288 (girdle style 289) echoes the French line in a lacy V-panel; s-m-l-xl, 10.95. Hollywood Vassarette, a Division of Munsingwear, Inc., Hollywood 28, Calif.



French women believe beauty has no birthdays

STENDHAL'S RECETTE MERVEILLEUSE—especially formulated to help erase age lines and wrinkles due to dryness—is an exclusive blend of rare plant extracts grown only in France.

Used nightly, this cream brings a smooth, youthful radiance to the face and neck, leaving your skin lightly moist, delightfully refreshed. Try it and you'll know why French women treasure it. 18.00 and 12.00 plus tax.

STENDHAL's entire line of make-up and treatment preparations that beauty-treat as they beautify is now available in America. All made, packaged and sealed in France.

STENDHAL

At Lord & Taylor and Bonwit Teller, New York—The Blum Store, Philadelphia—J. W. Robinson, Los Angeles—Kaufmann's, Pittsburgh—J. P. Allen, Atlanta—Jordan Marsh, Miami—City of Paris, San Francisco—Thalhimer, Richmond—Carson's, Chicago—Filene's, Boston—Henry's, Wichita—Sanger Brothers, Dallas. If not available at your favorite cosmetic counter order directly from STENDHAL, 240 West 42 Street, New York City.

NOW

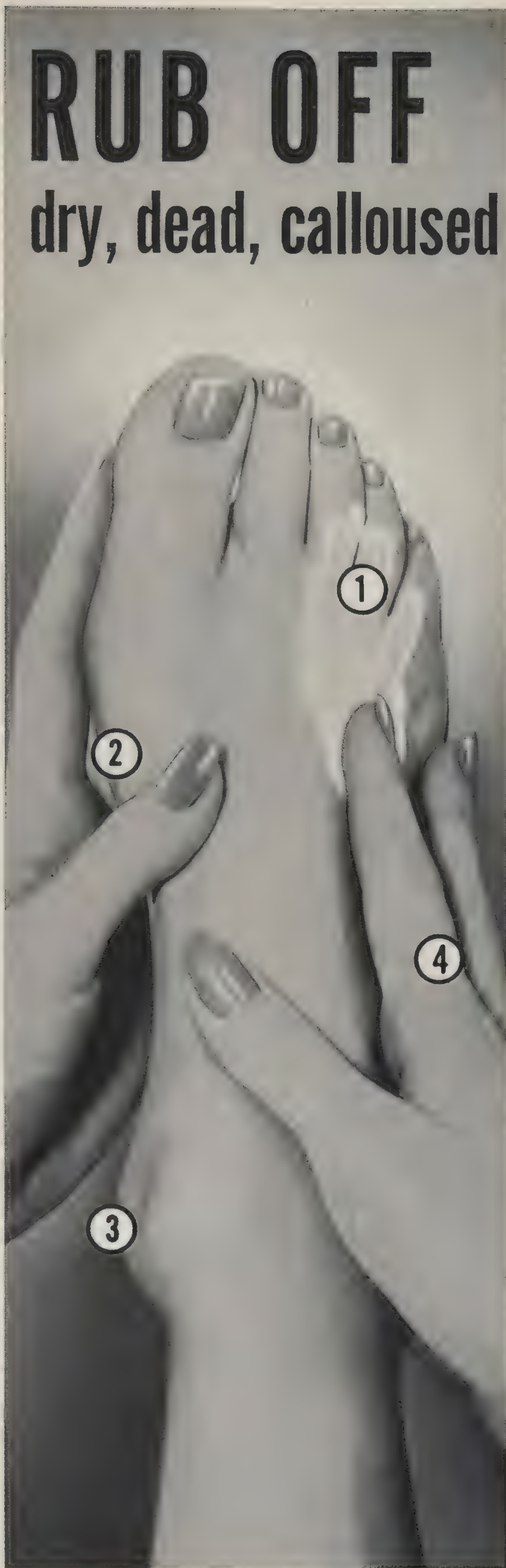
RUB OFF

dry, dead, calloused

skin for PRETTIER FEET in minutes!



It's smart to have
Pretty Feet
summer and winter



1. soft corns 2. callouses 3. heel bumps 4. rough hands 5. dry elbows

Amazing new lotion cream acts at once to soften calloused soles, smooth your toes, banish heel bumps. Sloughs off dry, dead, rough skin from knees, hands and elbows, too!

Now you can forget about your scrub brush, and throw away your pumice stone and razor blades. There's a much, much better way that takes just minutes. All you do is smooth on creamy lotion PRETTY FEET everywhere the "yellow" shows on the soles of your feet, your toes, your heels, your hands, your elbows, and massage gently.

It's like magic the way rough, dry, dead skin rolls away, stubborn callouses soften and disappear, even little corns between your toes. And after a winter of pointy-toe shoes, isn't that a blessing?

PRETTY FEET'S action is duo-dermal. It erases dead skin as you rub, to expose the new smooth, satiny skin underneath. PRETTY FEET leaves your skin soft and prettily pink as a baby's. Feet can be transformed in just a few applications from something you'd rather not show into real beach beauties.

You can use it on your legs, too, to slough off that ugly, flaky whiteness. And its creamy action is so gentle you can trust it to clean up even a child's horny kneecaps.

Better get some quick before summer's big exposure. At drug and cosmetic counters everywhere...a big bottle is only \$1.50.



Jantzen®

if you care how you look while you play

nautical but French...summer is nothing without Jantzen seagoing swim-and-sun fashions, this year derived look, line and striping from the French navy. Center, "left bank" maillot, Laton®-powered cotton and Celaperm®, fairly literal translation of the French sailor's uniform, with fabulous Jantzen French bra cups and genius-type shaping to insure favorable attention 17.95, matching swim cap 3.98...left and right, the new Jantzen cotton gabardine pants, inspired by the French sailor's fatigues 6.98, cotton shirts, miniature cable-knit 3.98



420 MINUTES TO PARIS VIA PAN AMERICAN JET CLIPPER®...2 MINUTES TO GLOBAL GLAMOUR VIA JANTZEN



the "something new" is

Lady Sheaffer

'SKRIPSERT' FOUNTAIN PENS AND MATCHING 'FINELINE' PENCILS

Beautiful booty for brides...for bridesmaids! A treasure of a pen! A new fashion accessory, jewel-crafted with precious metals and colorful enamels in nineteen dazzling styles. Comes with its own fabric Purse Case and matching cartridge Pouch. Writes with *personality* as only a *real* fountain pen can write! *Lady Sheaffer* Fountain Pens from \$10.00. *Lady Sheaffer* Pencils from \$4.95. Matching ensembles from \$14.95. Beautifully gift-boxed for bridal time, graduation, birthdays...for every gift occasion.

Center: "Tulle" Pen \$12.50, Pencil \$5 • Clockwise: "Moire" Pen \$15.00 • "Paisley" Pen \$10 • "Tweed" Pen \$10 • "Moire" Pen \$15 • "Tulle" Pencil \$5, Pen \$12.50 • "Damask" Pen \$35. And 12 other models to choose from.



fashioned by

SHEAFFER'S

Fills the modern way with handy cartridges of *Scrip* writing fluid.

©1959 • W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA

...it's Blue Grass time again!



The moment you use Blue Grass, summer happens! It's sunlight and flowers, a quiet breeze blowing through tall grass. It's all the beauty of a golden season distilled to make you lovelier. You'll want to bathe in Blue Grass and at these special prices, you *can*! Blue Grass Fra-

grance Set (Spray bottle Perfume Mist and Perfumaire) 5.00, regularly 8.50; Flower Mist 4 ounces, 2.00, regularly 2.50, 8 ounces, 3.50, regularly 4.25; Dusting Powder, 2.00, regularly 2.50; New! Luxury Dusting Powder, 5.00. At all better department and drug stores.

Elizabeth Arden

All prices plus tax.

Hair Style by Pierre of the Elizabeth Arden Salon, New York



Ensemble by Gunther-Jaeckel



America's first jet airliner inspires a first in air-light luggage

Your link to faraway continents in hours less time: the new, fabulously swift Boeing 707 jetliner. And to accompany you now on these fast paced journeys: superb new "707" luggage by Hartmann—a remarkable achievement in lightness, styling and hand craftsmanship. Nowhere will you find a luggage so light—actually 3 to 5 pounds less than ordinary luggage of comparable size. And

yet "707" is durable beyond dreams thanks to "cushion-air" construction, with a sleekly simple design that spells fashion elegance. If travel is your love . . . if you understand only trend-setting quality, you're off to a new adventure in ownership with the lightweight luxury of new "707" by Hartmann—maker of the world's finest luggage. Once you see it, you'll want it for your own.

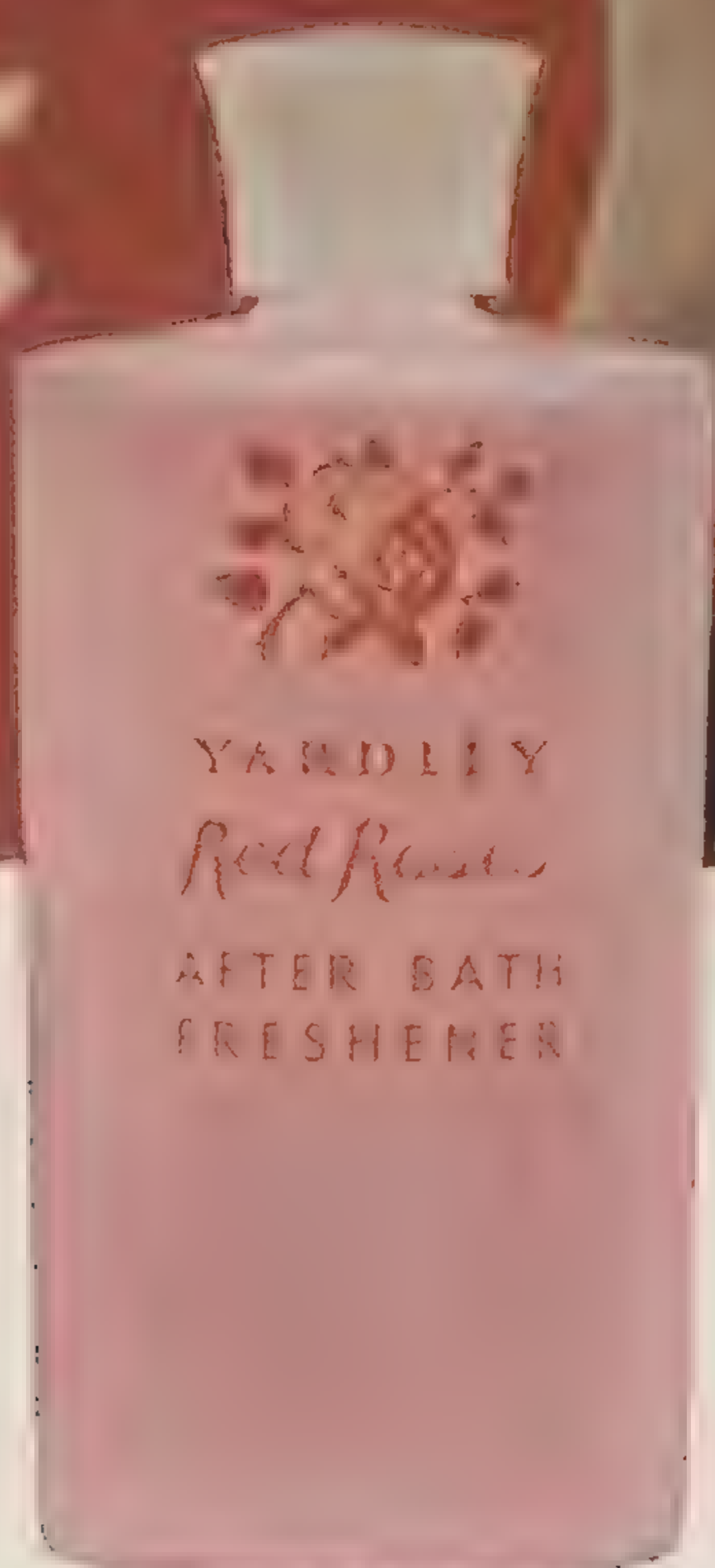
NEW 707 BY HARTMANN

NO HARDWARE . . . ZIPS OPEN: Cloud Kit—\$34.95; 24" Week-end Case—\$44.95; 26" Pullman Case—\$54.95; 54" Tallyho Garment Bag—\$77.95; 21" Overnight Case—\$39.95; Zipper Pony Bag—\$31.95. In Azure Blue (shown), Sandalwood, Toast Canvas. At only the finest stores. Prices plus taxes. HARTMANN "707" patented under #2746581. HARTMANN LUGGAGE COMPANY, RACINE, WISCONSIN.

NOW
IN
RED ROSES

NEW
AFTER BATH
FRESHENERS

BY
YARDLEY



English Lavender



April Violets

Prolong that delicious showered-with-red-roses feeling all day! Splash on fragrant Yardley After Bath Freshener *lavishly*. A delicate deodorant protects your freshness, emollients put a silken "finishing touch" to your skin, prevent chapping.

Enjoy After Bath Freshener in NEW Red Roses, unforgettable true rose scent, English Lavender or April Violets, \$1.85 plus tax.



Suddenly a delightful Continental Custom is sweeping America!

It's vermouth as a *straight* drink . . . and men and women who instinctively choose the finer things reach for Martini & Rossi—the *finest vermouth in the world*.

Whether they champion tall drinks, whether they're sippers or ice swirlers, Martini & Rossi vermouth offers something for each of them—as a delightful dry aperitif or a sweet drink to follow dinner.*

Chilled . . . with soda . . . or "on the rocks", *the quality of Martini & Rossi is most apparent*. Alone in the glass, it reveals the subtleties of expert blending—the combining of vintage wine with the infusion of more than 30 varieties of herbs—all in strict accordance with a secret formula, unchanged and unsurpassed for generations. ■ *Renfield Importers, Ltd., N. Y.*

*AND ONE MUST NOT FORGET VERMOUTH'S CLASSIC ROLE IN MARTINI AND MANHATTAN COCKTAILS



**MARTINI
& ROSSI**

IMPORTED VERMOUTH
SWEET OR EXTRA DRY



PRESENTING THE MOST IMPORTANT SILHOUETTE IN STERLING TABLEWARE TODAY!

avanti
STERLING BY
Celsa

Silver's classic beauty with a new elegance...young and fashionable now...in good taste for always. Six piece place setting \$44. including Federal Tax. In New York; Plummer, Ltd. | Rochester; E. J. Scheer | Boston; Shreve, Crump & Low Co. Philadelphia; J. E. Caldwell & Co. | Washington D. C.; Julius Garfinckel & Co. | Chicago; Marshall Field & Company Denver; Neusteter Co. | Atlanta; Claude S. Bennett | San Francisco; V. C. Morris | Pasadena; J. Herbert Hall Company. For the Celsa sterling booklet & name of store nearest you, write Celsa Corporation of America, 1 East 57th Street, New York 22, N. Y.



Mr. & Mrs. Victor Borge celebrate the birthday of one of their 5 children on an unforgettable "vacation afloat." The ship has three supervised playrooms for children, a swimming pool, gym, deck games of every description. And you can take 275 pounds of luggage *free!*



Vice-president of the University of Chicago, Mr. Emery T. Filbey and Mrs. Filbey take a stroll on the spacious main deck. Your state-room's spacious, too. And air-conditioned!

Wine, dine and unwind —on the fastest ship afloat!

You're just 5 carefree days from Europe on the s.s. United States



s.s. United States World's fastest liner, completely air-conditioned, from New York 12 noon: June 4, 19; July 2, 16, 31; Aug. 14, 28; Sept. 11, 25, regularly thereafter. Arrives Havre early morning 5th day, Southampton same afternoon. *First class \$367 up; Cabin class \$232 up; Tourist class \$181 up.*

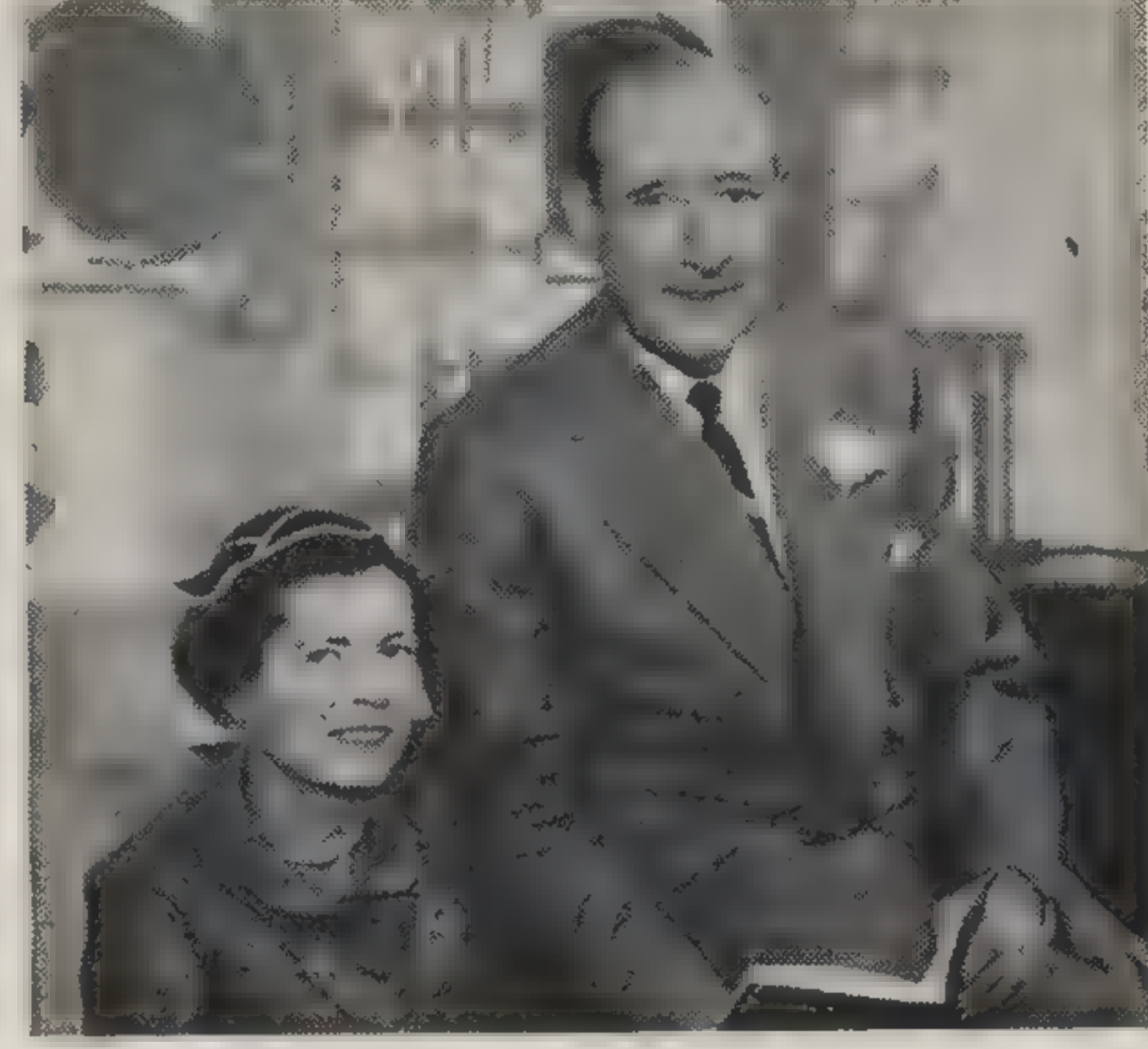
s.s. America Popular running mate, offers extra hours of fun at sea. Sails from New York June 5, 26; July 17; Aug. 7, 27; Sept. 18; Oct. 9, and regularly thereafter. 5½ days to Cobh, 6½ to Havre, 7 to Southampton, 8 to Bremerhaven. *First class \$312 up; Cabin class \$212 up; Tourist class \$174 up.*



Mr. & Mrs. Edward R. Murrow are a world away from worry as they relax in the Ballroom. There's a just-right combination of luxury and informality on the UNITED STATES. And the food is a gourmet's dream.



Nobel Prize-winner (for discovering Streptomycin), Dr. Selman A. Waksman and Mrs. Waksman take time out to enjoy the fresh, invigorating sea air. A skilled service staff of 800 looks after your every need.



Equally popular with knowing travelers is the s.s. AMERICA. Above, Mr. Whitney Stone, Chairman of Stone and Webster, Inc., and Mrs. Stone.

No finer food or service afloat or ashore

UNITED STATES LINES

One Broadway, New York 4, N. Y. Tel.: Dlgby 4-5800

Offices also in: Baltimore, Boston, Chicago, Cleveland, Detroit, Los Angeles, Montreal, Norfolk, Philadelphia, St. Louis, San Francisco, Seattle, Toronto, Vancouver, Washington, D. C.

VOGUE'S SCHOOL & CAMP DIRECTORY

For advice: write Vogue's School Bureau, 420 Lexington Ave., N. Y. 17, or call LE 2-7500

Summer Schools

MILFORD SUMMER SCHOOL

College preparatory courses for makeup, strengthening or acceleration, Remedial Reading. Regular faculty. Very small classes. Supervised program of sailing, swimming, tennis. Grades 8 to 12. Session starts July 6. Wm. D. Pearson, Hdm., Milford 9, Conn.

CARTERET SUMMER SCHOOL

Co-ed. Accredited. Elementary, High School. Boarding or day. Small classes. Homelike dormitories. Review or advanced. Science labs. Reading. Also Summer Music School, foremost instructors. Or camp without classes. Carteret School, W. Orange, N. J.

MERCERSBURG ACADEMY

Summer Session, June 14-Aug. 22. Opportunity for boys to obtain two college entrance units for makeup or earlier graduation. Grades 9-12. Developmental reading. 300 acres. Sports; pool. Catalog. Charles S. Tippetts, Ph.D., Box V, Mercersburg, Pa.

SEARING SCHOOLS

INDIVIDUAL INSTRUCTION

Boys' summer school on beautiful country estate near New York. All subjects. High school level. College prep. Remedial reading. Supervised study. Swimming, sports. Also NYC branch, coed, day, all ages. Open all year. For information write:

Dr. & Mrs. Otto L. Swan, Directors
Somers, New York Croton Falls 7-3711

Girls' Camps

CAMP SEQUOYA

In beautiful Allegheny Mts. of Va. Girls 8-16 six wks.; also 4-wk. boy & girl camp. Exceptional staff. Unexcelled facilities (all new 1958). All land, water sports. Riding. Creative Arts. Operated by Sullins College. Write: Camp Sequoya, Box 291, Bristol, Va.

FOUR-WAY LODGE

On Torch Lake, Mich. Girls 7-18. 4 groups. Mature leadership. Riding in fee. Sailing. Wide choice land, water sports. Music, crafts, trips. Modern equipment. Brother camp, Fairwood. Catalog. Mrs. M. V. Eder, Owner-Dir., 5699 Belmont Ave., Cincinnati 24, Ohio.

ECHO CAMP

Camp fun in Adirondacks on beautiful Raquette Lake for 75 girls 6-17. All camp activities with riding, trips, tennis, sailing, aquaplaning & water skiing. Excellent food and supervision. Booklet. Mrs. Carlton V. Clough, Pleasantville, New York.

ROCK RUNN RIDING CAMP

Girls 6-18. Exceptional instruction for trail, hunt & horse show. Beginners' mounts and hunters. Superior training in oils, water colors, ceramics, dancing, swimming, tennis. Tutoring. Chester Co., Pa. Mrs. John Barton Ziegler, Box 22-V, Pottstown, Pa.

OGONTZ WHITE MT. CAMP

In New Hampshire. Girls 6-18. 750 acres on mountain lake. Rustic cabins. Swimming, sailing, canoeing, aquaplaning; form & trail riding; tennis, hockey, golf; art, crafts, music, dramatics. Trips. Abby A. Sutherland, Box 300, Ogontz Center, Pa.

kinia On a Bay of Lake Champlain in Vt. Girls 6-17.

41st season. Riding for every girl every day—wonderful trails—own stable. Sailing, swimming, canoeing, water skiing, tennis, archery, riflery, crafts, dramatics, dance. Separate division for girls under 10. Give age. Booklet.

Mr. and Mrs. John J. Williams
Camp Kinia, Milton, Vermont
Tel. Uster (Vt.) 3-7849

Boys' Camps

SUSQUEHANNA

Boys 5-16. Mt. camp on private Pa. lake. 41st Yr. 825 Acres. Daily riding, complete horsemanship course incl. in 8-wk. \$645. fee. 45 camp owned horses. All sports. Skilled leader each 4 boys. Personal development our aim. Bklt. R. T. Smith, New Milford, Pa.

VAGABOND RANCH

Granby, Colo. Boys 12-18 who have outgrown "camp." Caravan West for eastern boys. Riding, pack trips, geology, fishing, shooting, climbing, camping—trips all over West. 13th yr. Separate travel program for girls. Folder. Mr. & Mrs. C. G. Pavak, Washington, Conn.

CULVER 8 HAPPY WEEKS OF CULVER TRAINING
In NAVAL and HORSEMANSHIP SCHOOLS (boys 14-18) and WOODCRAFT CAMP (boys 9½-14). Regular Academy personnel. Exceptional housing, dining and health facilities. 1000-acre wooded campus. Emphasis on correct posture, initiative, courtesy, self-reliance. Optional tutoring. All land and water sports. Moderate cost. Catalog for each camp.
610 LAKE SHORE ROAD CULVER, IND.

Tutoring

DUNNABECK

Individual remedial instruction in reading, writing, spelling, for small group intelligent children, 7-14 yrs. Excellent recreational facilities. Riding and swimming. In Alleghenies, Pa. Mrs. Diana H. King, 3825 Davis Place, N.W., Washington, D. C.

YODER CENTER

Reading faults corrected. Children and Adults. Individual or group. Tutoring in all subjects. Grades 1-12. Supervised study. Academic and personality testing. Open all year. Day, Evening, Sat. Dr. Hilda V. Yoder, 235 East 46 St., New York 17.

Boys' & Girls' Camps

GAY VALLEY TEEN CAMP

Two weeks only, Aug. 8-22, for boys and girls 10-15. Glorious mountain camping. Pioneering, riding, swimming, canoeing, crafts, dramatics. Trips: Smoky Mountain Park. Brevard Music Festival. Bulletin. Miss Mary W. Gwynn, Dir., Box V, Brevard, N. C.

TED MACK CAMP

Coed 7-17. Lakeville, Conn. All major sports plus unusual opportunities for Music & Performing Arts. Riding, sailing, waterskiing, golf. Trips, etc. Entire program under personal supervision of Ted Mack. Rm. 804-b, 113 West 57 St., N.Y. 19. • CI 5-0240.

TOWER HILL FRENCH CAMP

The Next Best Thing To A Summer In France
In Berkshires; Dutchess Co., N. Y. All around program entirely conducted in French. Boys and Girls 3 to 12. Write: % Lycée Français, 3 E. 95 St., N. Y. C. 28.

Ask Vogue for camp information.

Colleges

PRATT INSTITUTE

Degree Programs for Career Girls in: Fashion Design and Retailing. General Home Economics. Professional Foods (qualifies for Amer. Dietetics Ass'n membership). Co-ed. Placement service. Request Catalog V-1. Office 6, 215 Ryerson St., Brooklyn 5, N. Y.

NICHOLS COLLEGE

OF BUSINESS ADMINISTRATION

For Men. B.B.A. degree. Also Conservation & Forestry Courses. 1500-acre forest. Small classes. Modern dormitories. All sports. 200-acre campus. James L. Conrad, Pres., Nichols College, Dudley 15, Mass.

SAINT JOSEPH COLLEGE

Sesquicentennial year. Fully accredited Catholic college, arts & sciences for women. Teacher training. Journalism, sec'l home ec., nursing, liberal arts. Sports. Music, drama with nearby men's college. Catalog. St. Joseph College, Dept. F., Emmitsburg, Md.

SAINT MARY'S COLLEGE

Accredited. 4 years. B.A., B.S., B.F.A., B.Mus. degrees. Liberal Arts; Home Ec.; Teaching; Commerce; Music, Sports, social activities. Graduate Dept. of Sacred Theology. Conducted by Sisters of the Holy Cross. Est. 1844. Catalog: Box T, Notre Dame, Ind.

SAINT MARY-OF-THE-WOODS

CATHOLIC COLLEGE FOR WOMEN
Since 1840. B.A., B.S., B.F.A. degrees. Liberal arts, art, music, journalism, home ec., speech, drama, business, teacher training. Extensive campus. Catalog: Box 89, Saint Mary-of-the-Woods, Ind.

MARYMOUNT COLLEGE

SUNSET BLVD., LOS ANGELES 24, CALIF.
A.B., B.S. Degrees. Liberal Arts, Fine Arts, Business Administration, Teacher Training, Pre-Nursing, Merchandising, Music, Home Economics. Placement Bureau for Graduates. Resident and day students.

MAKE TEACHING YOUR CAREER

Study nursery and elementary school teaching at National. Broad liberal arts background combined with maximum of student teaching. Laboratory school on campus. Accredited. Private. 4-yr. B.Ed., 5-yr. M. Ed. Placement. Coed. Dormitories. Located on Chicago's beautiful North Shore. Catalog.

NATIONAL COLLEGE OF EDUCATION

Dir. of Admissions, 2816 Sheridan, Evanston, Ill.

Winthrop College

THE SOUTH CAROLINA COLLEGE FOR WOMEN

Fully accredited liberal arts program. Specialization in teaching, business, home economics, music. B.A., B.S. degrees. Students from 14 states, several foreign countries. 80-acre shaded campus; music conservatory; new four-manual organ; library; School of Practice. Varied sports; gym, swimming pool. Est. 1886. Tuition, textbooks, room & board, and fees, except applied music, only \$815—low cost possible because of State appropriation. Summer session. Catalog. Director of Admissions, Dept. V, Winthrop College, Rock Hill, South Carolina.

Junior Colleges

MARJORIE WEBSTER

Accredited Junior College. Two-year terminal and transfer courses. A.A. degree. Liberal Arts; Phys. Ed.; Kindergarten; Sec'l; Med. Sec'l; Speech; Dramatics; Radio and TV; Music; Art; Merchandising. Pool, gym. Catalog. Box V, Washington 12, D. C.

ST. MARY'S JR. COLLEGE

Nonsectarian. A.A. degree. Liberal arts, math. & sciences, pre-ed., phys. ed., gen. ed., home ec., business, secretarial, art, music, theatre arts. Bay-side campus. Washington 70 miles. Catalogue. May Russell, LL.D., Box 101, St. Mary's City, Md.

GREENBRIER COLLEGE

Junior College & 2 yrs. High School. In healthful Alleghenies, 147th year. Liberal Arts and Career Courses. Personal guidance. Sports and recreations at famous Greenbrier Hotel. Addah B. McClaskey, Director of Admissions, Box V, Lewisburg, W. Va.

STRATFORD COLLEGE

Accredited Junior College and Preparatory. Develops aptitudes and abilities. Liberal and Fine Arts. Vocational courses. Healthful location. 16 acre campus. Sports. For "Intimate Glances" and catalog, address: John C. Simpson, LL.D., Pres., Box V-6, Danville, Va.

SOUTHERN SEMINARY

And Junior College. Accredited Jr. College & last 2 years High School. Music, Art, Drama, Home Ec., Phys. Education, Secretarial, Merchandising, Kindergarten Tr. Equitation. 93rd Yr. Margaret Durham Robey, Pres., Box 106, Buena Vista 1, Virginia.

AVERETT COLLEGE

Accredited Jr. College. Transfer, terminal. Liberal Arts. Pre-professional, Mds., home ec., sec'l, med. sec'l. Piano, organ, voice. Sports, pool, gym. Individual attention, small classes. 100th yr. Catalog. Curtis Bishop, Pres., 410 W. Main St., Danville, Va.

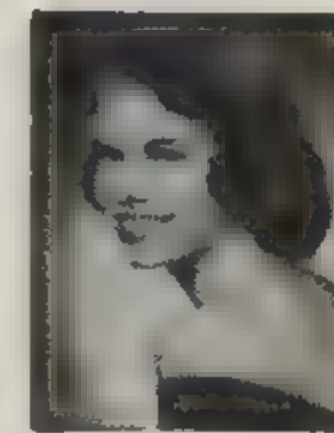
GARLAND

A Jr. College. A.S. Degree. Fashion Design, Interior Design, General Design, Child Study, Food & Nutrition, Clothing & Retailing. One year for college students. Seven residences. Catalog. Mrs. Gladys V. Jones, 409 Commonwealth Ave., Boston 15, Mass.

Are YOU a HARCUM Girl?

Education to combine career with culture. Est. 1915 on Philadelphia's Main Line, distinguished educational & social community. Two-year Assoc. Degrees in Liberal Arts, Nursery School Ed., Medical Technology, Merchandising, Music, Drama, Art, Business & Medical Secty. Write for catalog.

HARCUM JR. COLLEGE
BOX V, BRYN MAWR, PA.



SULLINS

Distinguished Junior College for Young Women

Accredited. All major liberal arts and career courses. Outstanding social program. All sports. Own stable. Lake. Indoor pool. Golf. Est. 1870. Catalog.

Wm. T. Martin, Pres., Box V, Bristol, Va.

Girls' Schools

MARYMOUNT

SANTA BARBARA, CALIFORNIA

College preparatory. Day grades 1-12; resident grades 5-12. Beautiful estate offering many educational & cultural advantages. Sports. Religious of the Sacred Heart of Mary. Write: The Reverend Mother.

ANOAKIA

RESIDENT AND DAY STUDENTS

College preparatory grades 9 through 12. Middle School grades 6 through 8. Music, art, all sports, outdoor swimming pool. Headmistress: Mrs. Marjorie C. Winfield, 701 W. Foothill Blvd., Arcadia, Calif.

MARYWOOD SCHOOL

For girls. High School. Resident and day. Conducted by Sisters of Providence. Fully accredited. Member of North Central Assn. College Preparatory. General Courses, Music, Art, Drama, Home-Making. Gym and swimming pool. 2114 Ridge Ave., Evanston, Ill.

THE FERRY HALL SCHOOL

LAKE FOREST, ILLINOIS

An outstanding college preparatory school for girls on the beautiful North-Shore of Lake Michigan. Fully accredited. Music, art. Developmental reading. Small classes, individual attention. Gym; riding, swimming, tennis, golf. 12-acre campus 30 miles from Chicago. Est. 1869. Write for catalog.
Dr. Robert G. Andrus, Box 169, Lake Forest, Ill.

Girls' Schools

KEMPER HALL

Gives girls mental, spiritual, moral and physical training for gracious, successful living. College preparation; Music, Dramatics & Fine Arts including Ceramics. Jr. School. 89th yr. Direction of Sisters of St. Mary (Episcopal), Box V, Kenosha, Wis.

MILWAUKEE-DOWNER

College Preparatory School. Fully accredited. Boarding, grades 9-12. Small classes. Excellent faculty. Social program, sports. Art, Music, Drama. A friendly school. Chartered 1851. Elizabeth B. Anderson, Ed.D., 2513 E. Hartford Ave., Milwaukee 11, Wis.

TUDOR HALL SCHOOL

Thorough College preparation. General courses. Graduates in leading colleges and universities. Varied student activities. Physical fitness emphasized. Sports, swimming pool. I. Hilda Stewart, Principal, 3180 Meridian Street, Indianapolis 8, Indiana.

RADFORD SCHOOL FOR GIRLS

Accredited college preparation in ideal year-round climate. Open air classes in patio. Music, art, dramatics, secretarialship. Sports, riding. Not for profit. Limited enrollment. Catalog. Lucinda de L. Templin, Ph.D., Prin., 4501 Austin Terrace, El Paso, Texas.

BARTRAM IN FLORIDA

College preparation of highest standards. Fully accredited; graduates in leading colleges. Music, art, dramatics, pool and ocean swimming. Trips. Dances. Outings. Boarding dept., grades 7-12. Triplet. Olga V. Pratt, 2264 Bartram Rd., Jacksonville 11, Fla.

HARRIS FLORIDA SCHOOL

ESTABLISHED IN 1914

Accelerated and intensive college preparatory and fine arts courses for exceptionally gifted students desiring quiet, outdoor life for winter or full year. For catalog, address: Box 36, Stuart, Florida.

BRENAU ACADEMY

Nr. Atlanta. Accredited College Prep & H.S. Secretarial, Art, Music, Drama, Phys. Educ. Recreation & sports programs. Social life co-ordinated with nearby boys' schools. Tuition, room & board \$1250 yr. Catalog, write: Brenau, Box A-V6, Gainesville 7, Ga.

FAIRFAX HALL

An old Virginia school in famous Shenandoah Valley. Accredited 4 yrs. high school. College prep., gen'l courses. Secretarial, music, art, dramatics. Sports. Pools. Private stables, riding rings. Wm. B. Gates, Pres., Box V-596, Park Station, Waynesboro, Va.

STUART HALL

An Episcopal girls' school in Shenandoah Valley. Grades 9-12. Fully accredited. Notable college entrance record. Music, art. Attractive campus. Charming atmosphere. All sports. Indoor pool. Martha Dabney Jones, M.A., Box V, Staunton, Va.

HANNAH MORE ACADEMY

An Episcopal school for girls. Grades 7-12. Boarding and day. Accredited. Two pre-college programs of study. Est. 1832. For catalog and pictures, write: Catherine Offley Coleman, M.A., Headmistress, Reisterstown 3, Maryland.

HEWLETT SCHOOL

On Long Island. Girls 8-18. Est. 1915. Accredited by NY Bd. Regents. College prep & general courses. Music, art. Small friendly classes. Field trips. Full sports program. Riding, tennis. Shore-front campus. Jeannette V. Sullivan, Head., East Islip, L. I., N. Y.

THE KNOX SCHOOL

A distinctive country school. North Shore of L. I. College preparatory. General course. Grades 9-12. Small classes. Riding, tennis. N. Y. trips to concerts, theatre, UN, opera. Est. 1904. Write for catalog. Registrar, Box 6-V, St. James, L. I., N. Y.

THE BEARD SCHOOL

Fully accredited. Outstanding college preparation. Kindergarten through high school. Resident students. Wide activity program. New spacious classroom building. Edith M. Sutherland, 563 Berkeley Avenue, Orange, New Jersey.

Kent Place

A SCHOOL FOR GIRLS
SUMMIT
NEW JERSEY

Since 1894 a school of distinctive purpose—to graduate alert, poised girls, well-trained in every respect for college life. Spacious dorm on extensive campus 20 miles from NYC—country and cosmopolitan living. Music, art, dramatics, sports, riding, all activities. Write for new pictorial booklet. Headmistress, Miss Florence V. Wolfe, S.A., M.A.

Write to the colleges or schools which interest you, mentioning VOGUE. Be sure to give proposed entrance date, age and grade at present, type of course you prefer. Catalogs will be sent to you promptly.

Girls' Schools

CHARLES E. ELLIS SCHOOL

Girls. Grades 7-12. MSA accredited. College preparatory, art, music, home economics, secretarial. Small classes. Guidance, 300-acre campus, modern stone bldgs., sub. Phila. Sports, gym. Est. 1910. Catalog. Arnold E. Look, Ph.D., Newtown Sq. 1, Pa.

PENN HALL

Accredited prep. school. 192-acre campus "a little north of Dixie." Also Junior College. A.A. or A.S. degree in 2 yrs. College transfer or specialized career courses. Modern buildings. Pool, riding, golf on campus. Dr. C. Gordon Frantz, Pres., Box V, Chambersburg, Pa.

GRIER SCHOOL

In the Alleghenies. Accredited College Preparation and General Courses. Home atmosphere for girls. Grades 9-12. Music, Art, Typing. Exceptional Riding. Winter, team sports. 1000 acres. Gym, pool. 107th year. Mr. and Mrs. T. C. Grier, Box 66, Tyrone, Pa.

OAK GROVE

Friends School for Girls emphasizes Preparation for College and Gracious, Purposeful Living. Music, Art, Speech, Grades 7-12. International enrollment. Riding included. Trails and Indoor Ring. Winter Sports. Mr. & Mrs. Robert Owen, Box 121, Vassalboro, Maine.

LINCOLN SCHOOL

A Friends School. 75th year. Small, friendly residence group in a country day school. Excellent equipment, experienced teachers. Art, music, sports program. Attractive location in college community. Marion S. Cole, Head, Box E, Providence 6, R. I.

HOWARD

84th yr. Accredited college prep. Grades 8-12. Art, music, speech, dramatics, typing, shorthand. Small classes, supervised study. New Classroom Bldg. & gym. Automatic sprinklers. All sports. N. Boston. Mrs. Vida V. Clough, Box 30, West Bridgewater, Mass.

CHAPEL HILL

Carefully supervised college preparatory and general courses for girls. Grades 7-12. Small classes. Moderate rate. Music, art, drama. Typewriting. Social, athletic, creative activities. Also Summer Session. Wilfred V. Clark, 327 Lexington St., Waltham, Mass.

ROGERS HALL

67 years of New England traditions. Near Boston. Thorough college preparation. General course: secretarial training, excellent music and art. All sports including riding. Swimming pool. Catalog. Mrs. Katharine MacGay, Box V, Lowell, Mass.

HOUSE in the PINES School for Girls

In college town thirty-three miles south of Boston. Country location. Excellent riding facilities. Swimming. College preparatory and general courses including music, art, secretarial training. Forty-eighth year.

M. ELIZABETH JOHNDROE, Director
40 Pine Street Norton, Massachusetts

Mary A. Burnham

Burnham graduates are mature, poised, trained—thoroughly prepared for college. Fully accredited. Music and Art emphasized. Traditional campus life. National enrollment. Riding, skiing, swimming, all sports. Mensendieck method for posture. 82nd year. Summer School, Newport, R.I. Catalogs.

Mrs. George Waldo Emerson
Box 43-D Northampton, Massachusetts

Teacher Education

LESLEY COLLEGE 50th YEAR

A nationally accredited senior college for women. TEACHER EDUCATION Four-year B.S. in Ed. Degree course, Nursery School through grade VI. Graduate School confers M.S. in Ed. and Ed.M. degrees. Four dormitories. Summer Session. Dir. of Adm., Martha V. Ackerson
29 Everett St., Cambridge 38, Mass.

Finishing Schools

HELEN NORFLEET

INDIVIDUAL STUDY PROGRAMS, INC. Fine arts, bus., homemaking, any special subjects under leading N. Y. professionals. Cultural course, social life. Small internat'l resident group. Opera, theatres, concerts. 300 West End Ave., N. Y. 23.

Powers School

Poise and Self-Assurance for Girls and Women of all ages

Spend 2-6 rewarding weeks in New York with John Robert Powers' expert instructors improving posture, weight, figure, wardrobe styling, make-up, walking, speech and poise. Congenial day, evening, Saturday groups or private instruction. Residences recommended. Budget terms available. Special teen age programs. Write Ann Vail, POWERS SCHOOL
247 Park Ave., New York 17. YU 6-4690

Foreign Schools

LA CHATELAINIE

St. Blaise, French Switzerland. Preparatory School for Girls, 13-18. College Board prep. Languages. Also post-graduate finishing school. Home ec., sec'l courses. All sports. Optional winter & summer at Gstaad. Tours to Italy, France. Summer session. Dr. A. G. Jobin.

THE AMERICAN SCHOOL in SWITZERLAND

adds to sound college preparation

Grades 9-12

A POST GRADUATE YEAR of stimulating cultural courses with special tutoring available. All programs coeducational. Languages emphasized. Extensive travel to Italy, France, Austria, Greece, Spain, Skiing and other sports.

MRS. MARY V. FLEMING, Director
Via Generoso Lugano, Switzerland or
Mrs. V. Gilpatrick, 55 East 65 St., New York 21.

Boys' Schools

PEDDIE

Where Christian influences prevail and the development of character is combined with high scholastic attainment. College preparatory. Boys, grades 7-12. All sports. Just off N.J. Turnpike (Exit 8). Write: Dr. C. O. Morong, Hdm., Box 6-V, Hightstown, N. J.

FARRAGUT

Fully accredited college preparatory. Toms River, N. J.; St. Petersburg, Fla. Naval training. Separate Junior schools. Testing, guidance for college and career. Sports, bands. Summer camp & school. Catalog. Admiral Farragut Academy, Box V, Toms River, N. J.

MANLIUS

Founded 1869. For boys. Accredited. Grades 7-12. ROTC. Highest U.S. Army rating for over 50 years. 126-acre campus. Remedial reading. Sports, Band. Summer Session. Tutorial assistance. Catalog. Robert V. Weekes, Manlius School, Manlius, N. Y.

CARSON LONG

Military School. Educates the whole boy—physically, mentally, spiritually. How to learn, how to labor, how to live. Prepares for college and life. 123rd year of character building. Rate \$1350.00. Grades 6-12. Box 16, New Bloomfield, Pa.

EMERSON SCHOOL

29th Year. Grades 4-9, also post-graduate grade 10. Boarding school in country town. 8 buildings—small classes. All sports—graduates in leading secondary schools—special tutoring available. Summer Session. Ralph W. Turner, Hdm., Box V, Exeter, N. H.

HATCH PREP SCHOOL

Founded 1926. In classes of 1 to 4 boys the individual overcomes the inertia of mass education. Progress geared to abilities and ambition. Junior, Middle, Senior Schools, 9 varsity sports. Lloyd Harvey Hatch, Headmaster, Newport, R. I.

Cheshire

Upper School
Grades 9-12
Junior School
Grades 6 to 8

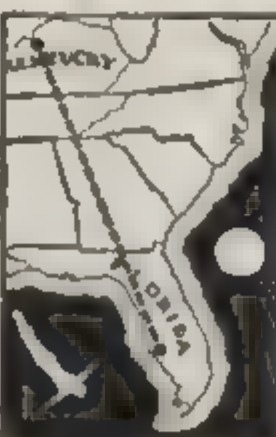
Thorough grounding in subjects anticipating advanced college preparatory study on same campus. Emphasis on all fundamentals. Flexible program for each boy developing good habits of concentration. Separate classes, dormitories, school activities in stimulating background. Remedial instruction. Summer session. A. V. SHERIFF, Headmaster, Cheshire, Conn.

Carteret



SUPERIOR College Preparation. Accredited. 1st Grade to College entrance. Small classes. Proper study habits. Reading Techniques. Shops. Special private tutorial instruction for college preparation at extra fee, if desired. Homelike dormitories. Large gym. 40 acres atop Orange Mt. Moderate rate. N. Y. trips 20 miles. Booklet F-1
CARTERET SCHOOL WEST ORANGE, N. J.

KENTUCKY MILITARY INSTITUTE



A School with a winter home in Florida
PREPARATION for college under ideal climatic conditions all year. Oldest private Military School in America. ROTC. For illustrated catalog and "Why Florida" folder, address:
Col. C. B. Richmond, Pres.
Box V Lyndon, Ky.

EDUCATIONAL PROBLEMS? Choose the Warren Plan

Learn how to study
Gain confidence
Make up lost time in school

Individual attention and acceleration. Remedial programs. College preparation. Boys 13 to 18. Beautiful campus. Near Princeton, Philadelphia and New York.

Philip Lincoln Garland, Director



Boys' Schools

CASTLE HEIGHTS MIL. ACAD.

R.O.T.C. High School, Junior School. Prepares for College & Gov't Academies. 17 modern bldgs. Swimming pool. Summer School. Non-profit. For "22 Points" and catalog, address: Col. H. V. Armstrong, Pres., Lebanon (near Nashville), Tenn.

JUNIOR MILITARY ACADEMY

Boys 4-14. Semi-military school. Kindergarten-8th grade. Family life, affectionate care. Food from own farm. Enter any time. 12 mo. enrollment includes 8 wks. at Camp Whoopie. 40th yr. Catalog: Major Roy DeBerry, Box V, Bloomington Springs, Tenn.

GEORGIA MILITARY ACAD.

Quality education for boys of ability, character and good conduct planning for college. Ideally located suburban Atlanta. Military. Highest rating. Social, athletic, religious activities. Grades 5 thru 11. Registrar, Box 119T, College Park, Ga.

AUGUSTA MILITARY ACAD.

"The Friendly School." Distinguished ROTC school in Shenandoah Valley. Jr. & Sr. Divisions. Boys 8-20. Accredited. Graduates in leading colleges. All sports; pool, gym. Organized 1742. Rate \$1200. Catalog. Col. C. S. Roller, Box V, Ft. Defiance, Va.

MASSANUTTEN MILITARY

Academy. 60th yr. Accredited. New Dorm & classrooms. In healthful Shenandoah Valley. Grades 7-12. Supervised Study. Small classes. R.O.T.C. All sports. Gym, Pool, Band, Rifle Team, Tennis, Riding. Catalog. Col. R. J. Benchoff, Woodstock 6, Va.

FORK UNION MILITARY ACADEMY

★ Our ONE SUBJECT PLAN of study in Upper School (grades 9-12) has increased honor roll 50%. Develops concentration. Fully accredited. ROTC highest rating. 17 modern buildings. ★ 2 completely equipped gyms. ★ 2 indoor pools. Excellent health record. Junior School (grades 4-8) has separate buildings, gym, pool. House-mothers. 61st year. For ONE SUBJECT PLAN booklet and catalog write: Dr. J. C. Wicker
★ Box 906 Fork Union, Va.

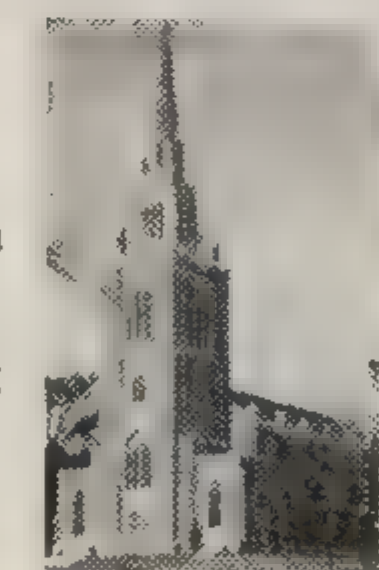


STAUNTON MILITARY ACADEMY

In Beautiful Shenandoah Valley. Thorough college preparation; fully accredited. Individual guidance. Band. All sports. 2 gyms. Pool. Fine health record. Fireproof buildings. Separate Junior School. Illus. Catalog write Supt. S.M.A. Box 16, Staunton, Va. BASIC COURSE R.O.T.C. BY U. S. ARMY INSTRUCTORS. Founded 1860



Grades 8-12. Thorough preparation for leading colleges. Accredited. Develops initiative, self-reliance, courtesy, character, leadership. All sports. Exceptional academic, living facilities. ROTC. Artillery, Cavalry, Infantry, Band. 1000-acre campus on Lake Maxinkuckee. Catalog. 610 Pershing Road, Culver, Ind.



Boys' Schools

HOWE MILITARY SCHOOL

Academic training in spiritual environment. Accredited preparatory. Potential Achievement Rating gives individual goal. Jr. school. Sr. ROTC. New dorms, pool. Sports. Episcopal. Est. 1884. Summer camp. Catalog. B. B. Bouton, 1569 Academy Pl., Howe, Ind.

WESTERN MILITARY ACAD.

Emphasis on self-confidence, self-direction, how-to-study. Small classes, guidance. Grades 7-12. Career analysis. Jr.-Sr. R.O.T.C. Athletics; riding, pool. 81st yr. Near St. Louis. Catalog: Col. Ralph B. Jackson, Supt., Box V-6, Alton, Ill.

WILLIAMS MILITARY ACAD.

Accredited. Boys 6-15. Full curriculum. All sports. 18-acre campus. New fireproof buildings; classrooms, gym. 25 miles from Chicago. Moderate rate. Also summer camp. Write for catalog, or call: Col. P. E. Williams, Dept. V, Wheaton, Ill. Tel. 8-1048.

THOMAS JEFFERSON SCHOOL

Why not the best in education for your son? Faculty all Harvard men. Every graduate enters a good college. Solid, thorough college preparation. Hard work. No frills. Cheerful rooms. Excellent food. Grades 9-12. Robin V. McCoy, Hdm., St. Louis 23, Missouri.

NORTHWESTERN

Military and naval academy at Lake Geneva, "The Switzerland of America." Accredited. 75 mi. north of Chicago. Small classes. New three-court gym. ROTC. Sports, sailing. Est. 1888. Summer Camp. Catalogs. 46 Lake Shore Rd., Lake Geneva, Wis.

If you need more information about these or other schools, colleges and camps do not hesitate to write.

VILLANOVA PREPARATORY SCHOOL

35th Year • Boys' Residential Catholic High School • College, University Preparatory • Fully Accredited • 9th to 12th Grades • 131 Acre Campus • Healthful Climate • No Fog, No Smog • Near Santa Barbara • All Sports, Varsity, Jr. Varsity Teams, Tri-Valley League • Gymnasium • Olympic Pool • Modern Buildings • All Semiprivate De Luxe Rooms • Brochure • Fall Term Registration Now. AUGUSTINIAN FATHERS
ROUTE 2, BOX 10, OJAI, CALIFORNIA



ST. JOHN'S



MILITARY ACADEMY

Where boys become self-confident men. Accredited college preparation under the famous St. John's System. Grades 7-12. Inspired teaching. Small classes, individual attention. Reading Clinic. ROTC. 187 acres; fireproof dorms, hospital, chapel. Each cadet participates daily in the well-rounded athletic program which includes crew, flying, riding. Summer Camp. 75th year. Catalog. Director of Admissions, Box 969, Delafield, Wisconsin.



School and Camp Information

conscientiously gathered by Vogue's trained staff, is available to you without charge. The directors of camps and schools listed on these pages will be glad to send you their literature, but if you need help in finding the right place for your child, or for yourself, fill in the coupon below and mail to: Vogue's School & Camp Bureau, 420 Lexington Avenue, New York 17, N. Y.

Camp (what activities?) _____

Summer School (what subjects?) _____

Winter School (type of program?) _____

Mr. _____
Mrs. _____
Miss _____

Address _____

Daughter _____ Son _____ Age _____

Present grade _____ Proposed entrance date _____

Location preferred _____ Approximate fee _____

Coeducational Schools

CHADWICK SCHOOL

ROLLING HILLS, CALIFORNIA
Coed, Country Day & Boarding. On Palos Verdes Peninsula near Los Angeles. Grades 1-12, accredited. Member Calif. Assn. Independent Schools. Summer Sch. Com. & Mrs. Joseph H. Chadwick, Directors.

ORME SCHOOL

On Quarter Circle V Bar Ranch. Coed, ages 10-18. Fully accredited college preparation. High Scholastic standards. Students help with chores on 40,000 acre cattle ranch. Riding, sports, 29th year. Also summer camp. Charles G. Orme, Jr., Dir., Mayer, Ariz.

JUDSON SCHOOL—ARIZONA

Coed ranch school. Grades 1 to 12. College prep. Warm, dry climate. Near Phoenix. Accredited. Small classes. Riding & polo incl. in tuition. Tennis, swimming, pack trips, fishing, riflery. 31st yr. Catalog. David V. Wick, Headmaster, Scottsdale, Arizona.

FENSTER RANCH SCHOOL

Nationally known ranch school for boys and girls. Grades 1-12. College preparatory. Superior facilities and staff. Riding, swimming, other activities in warm, dry climate. Also summer camp. Catalog. Mr. G. W. Fenster, Director, Tucson, Arizona.

RANDELL SCHOOL OF DENVER

For Boys and Girls. Resident grades from age 12. Day grades 1-12. Accredited. General and College Preparatory. Small classes. Individual attention. Thorough training in Educational Fundamentals. 1277 Williams, Denver, Colo. Tel. East 2-0710

WAYLAND ACADEMY

Near Milwaukee, Chicago. Coed. College preparatory, grades 9-12. Fully accredited. Individual attention. Drama, music, speech, Athletics for all. 2 gyms, pool. Winter sports. Dorms. Est. 1855. Catalog. R. A. Patterson, Hdm., Box 61, Beaver Dam, Wis.

ELGIN ACADEMY

College prep. Coed, grades 7-12. Small classes. Individual PAR goals through personalized guidance. Sports, gym, pool, music, drama. Art gallery. Modern dorms. Endowed. Established 1839. Catalog. J. M. Thompson, 223 Academy Pl., Elgin, Illinois.

PINE CREST PREPARATORY

Coed. Fully accredited. Emphasis on college preparation. Art, music, Languages. Resident and day. Nursery. Grades 1-12. Pool. Sports. Winter visitors use own books. Summer School and Camp. Catalog. Mrs. Mae McMillan, Ft. Lauderdale 1, Florida

VOLUSIA MANOR SCHOOL

In the Heart of Florida. Coed; grades 1-12. Small classes with remedial reading and personal guidance where indicated. Private rooms. 250 acre campus. Also summer school and camp. Catalog. Mr. & Mrs. Ramon Starr, Box 996 E, Orange City, Florida.

PINELAND EDWARDS GIRLS BOYS

Accredited. College prep. Grades 1-12; also 2 yrs. college. Transfer & terminal courses: Fine Arts, Bus. Adm. Sports, gym. Moderate rate. Summer School. Catalog. Dr. Jos. E. Farrar, Pres., Salemburg, N. C.

THE CAMBRIDGE SCHOOL OF WESTON

Coed progressive college preparatory. Self-government. Music, art, drama, shop. Sports. Country campus 10 miles from Boston. Grades 7-12. Catalog. M. A. Cheek, Jr., Headmaster, Weston 93, Mass.

Special Schools

ROSILYND HALL

Developmental direction for girls 10-20 with academic & emotional lags due to over-extended childhood attitudes. Freedom of expression; assumption of individual responsibilities; family membership for ten. Vesta F. Jones, Dir., 229 E. Rice St., Elmore, Ohio.

HOYT SCHOOL

For boys with social, emotional and learning problems. Home environment. Individual instruction. Planned activities. 100 acres. Two hours from New York City. Open 12 months. Francis J. Coyne, Ph.D., Dir., Rhinebeck, N. Y.

BAILEY HALL

For teen-age boys unable to meet regular academic requirements. Instruction, therapy for each boy based on tests & personality evaluation. Stresses practical industrial training. Chartered by N. Y. Bd. of Regents. Box V, Katonah, N. Y. Central 2-3070.

THE PARTRIDGE SCHOOLS AND REHABILITATION CENTER

Educable, retarded and brain-injured with related learning and emotional difficulties. Intensive speech therapy program for aphasic children. Three years and up. Occupational therapy, psychological services, vocational training and placement. 10 months academic and special 2 months summer program. 550 acre farm. 35 miles from Washington, D. C.

Mrs. Miriam Partridge Speck
Clinical Psychologist, Director
Box 67-V, Springfield, Virginia

Write the schools and colleges listed here for further information, or ask us for advice.

Home Study

INTERIOR DECORATION

Approved supervised home study training. Fine starting point for career. No classes. No wasted time. Text and work kit furnished. Diploma awarded. Send for free booklet. Chicago School of Interior Decoration, 835 Diversey Pkwy., Dept. 115A, Chicago 14.

DRESS DESIGNING

Approved supervised home study training. Fine starting point for career. No classes. Text and work kit furnished. Low tuition and payments. Send for free booklet. National School of Dress Design, 835 Diversey Parkway, Dept. 115A, Chicago 14, Ill.

Secretarial & Business

GRACE BALL COLLEGE

SECRETARIAL
Executive, Legal, General Secretarial Courses. For College women, qualified H.S., Private School graduates. Residence. Placement. Catalog. Registration Secretary, 525 Sutter St., San Francisco 2, Calif.

CAPE COD SECRETARIAL

Career training for college women or high school graduates. Individualized program. Special Summer Session. Placement. Informal dorm in charming Cape Cod home. Bulletin: Mrs. Helen I. Palmer, M.A., Director, 246 Ocean St., Hyannis, Mass.

MOON SECRETARIAL SCHOOL

All subjects. Courses 8 weeks to 2 years. H.S. graduates. Special course for college women. Individual attention. Start any Monday. Placement service. 59th year. Catalog V. Mrs. Wm. T. Moon, 521 Fifth Ave. (43rd St.), New York City 17. MU 2-1820.

BERKELEY SCHOOL

Intensive, comprehensive secretarial courses for H. S. graduates, college women. Distinguished faculty. Guidance. Placement service. New term June 22. Catalogue. Assistant to Dir.: 420 Lexington Avenue, N.Y.C. 17; White Plains, N. Y.; E. Orange, N. J.

THE MARY BYERS SCHOOL

EXECUTIVE SECRETARIAL TRAINING
Intensive, personalized preparation for top positions in advertising, TV, etc. Friendly atmosphere; small classes. Free placement. Day, Eve.; Mon.-Thurs. Rm. 202-V, 545 Fifth Ave. (45th), N. Y. 17. OX 7-9246.

WOOD SECRETARIAL SCHOOL

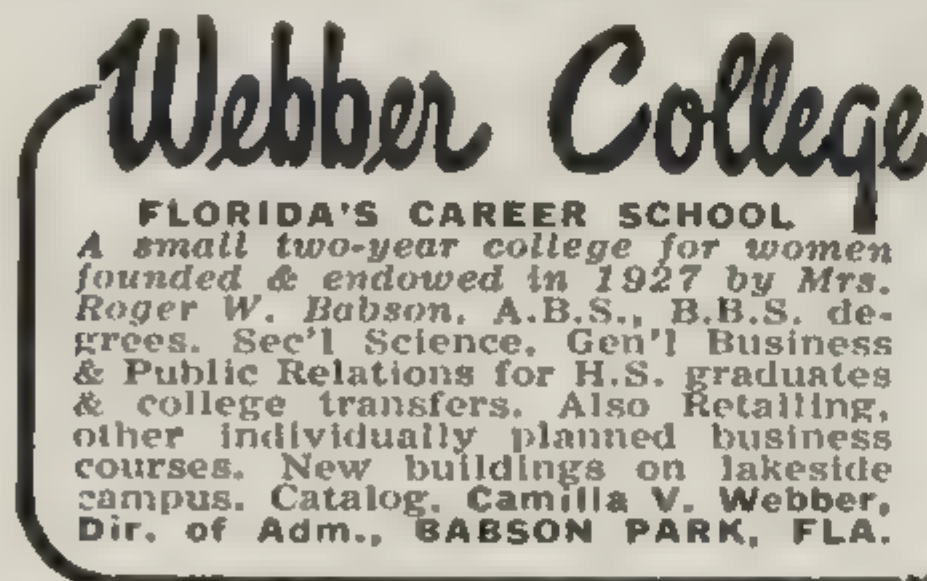
College-level courses for H.S. and Private School grads. Accred. by State Ed. Dept. Placement service. Air-conditioned. Dorm. 80th yr. Enroll now for July or Sept. Catalog. Registrar, 125 Park Ave., (100 E. 42 St., opp. Gr. Central), N. Y. 17. OX 7-1290.

EASTMAN SCHOOL

105 years of Successful Training for Careers. Business, Secretarial & Accounting. Also Spanish Stenography. International Trade. Day & Eve. Co-Ed. Registered by Regents. Request Bulletin V. 441 Lexington Ave., N. Y. (44th St.) MU 2-3527.

BARD-AVON SCHOOL

SECRETARIAL; DRAMATIC ART, RADIO, TV. Complete secretarial training. Special and pre-college courses. One- and two-year dramatic art and radio courses. New classes July, September and February. Room 10, 805 N. Charles St., Baltimore 1, Md.



Webber College
Secretarial Business Retailing

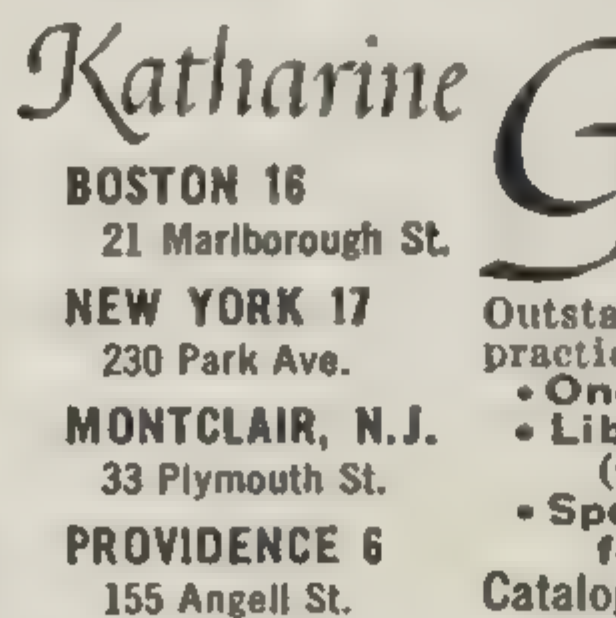
FLORIDA'S CAREER SCHOOL
A small two-year college for women founded & endowed in 1927 by Mrs. Roger W. Babson, A.B.S., B.B.S. degrees. Sec'l Science, Gen'l Business & Public Relations for H.S. graduates & college transfers. Also Retailing, other individually planned business courses. New buildings on lakeside campus. Catalog. Camilla V. Webber, Dir. of Adm., BABSON PARK, FLA.

NEW YORK BUSINESS SCHOOL

Special Summer Session—Shorthand & Typewriting
Begin Any Time Individual Instruction

Business Administration, Secretarial, Accounting, Stenographic (Medical & Legal), Business Machines, Typewriting, Foreign Shorthand and Languages. Review Courses. Day and Eve. Placement. Catalog. Coeducational. Approved for Foreign Students.

11 West 42nd Street, N. Y. 36 WI 7-9757-58



Katharine Gibbs
SECRETARIAL

BOSTON 16
21 Marlborough St.
NEW YORK 17
230 Park Ave.
MONTCLAIR, N.J.
33 Plymouth St.
PROVIDENCE 6
155 Angell St.

Outstanding training. Three practical courses.
• One-Year Secretarial
• Liberal Arts-Secretarial (two years)
• Special Course for College Women
Catalog: Associate Principal

For World-Wide Careers

• Exec. Sec'y • Bi-lingual Sec'y • Diploma • Foreign Service • Foreign Commerce • Languages
Coed. Day & Evening. Chartered by N.Y. Bd. Regents. Residences recommended. Placement service. Summer courses for college students.

Latin American Institute

Suite 205, 2 W. 45 St. N.Y. 36 MU 7-2991

Drama, Radio, Television

NATIONAL ACADEMY OF BROADCASTING • RADIO, TV

More jobs in radio and TV for our graduates than we can fill. Enroll now.
3338—16th St., N.W. (Dept. V), Washington, D. C.

Laboratory Technique

FLORIDA COLLEGE

OF MEDICAL TECHNOLOGY
Study in beautiful Miami. Complete courses in Medical Technology, Medical Assistant, X-Ray and Medical Secretarial. Write for free brochure: Department F, 2100 West Flagler Street, Miami 35, Florida.

Modeling

THE BARBIZON SCHOOL

Attractive, qualified girls prepared for careers as fashion or photographic models. Selective acceptance standards. Free use of Barbizon Agency. Residence service. Request catalogue A. Helen Fraser, Director, 576 Fifth Avenue, New York 36, N. Y.

Retailing

TOBÉ-COBURN

SCHOOL FOR FASHION CAREERS
Prepare for a career in buying, advertising, fashion coordination, radio/TV. One & Two Year Courses. Store work with pay. Placement service. Begins September 2. Catalog A. 851 Madison Ave., New York 21.

CHAMBERLAIN

A PROFESSIONAL SCHOOL OF RETAILING
Merchandising, personnel, display, fashion promotion, copy. Thorough 2-yr. course for College age girls. Training in Boston stores. Dormitories. Muriel V. Cox, 90 Marlborough St., Boston 16, Mass.

LABORATORY INSTITUTE OF MERCHANDISING

For fashion careers in merchandising, TV, reporting, advtg. Begins Sept. 14. 1-Yr. Course for girls with at least 1 yr. college. 2-Yr. Course for H.S. grads. Store work with pay. Cat. V. 45 W. 34th St., N.Y. 1.

RAY-VOGUE SCHOOLS

750 NORTH MICHIGAN AVENUE, CHICAGO
Write Registrar, Rm. 209. Specify course, 1 year program. Fashion Merchandising. Buying, Modeling. Selling in stores Sat. with pay. Attractive dormitory for girls. (No connection with Vogue Magazine.)

Hotel Training

Hotels Call for Trained Women

Record-breaking travel means nationwide opportunities and a sound, substantial future for trained women in hotels, motels, clubs, apartment house positions. Fascinating field; quick advancement. You can qualify at home, in leisure time, or through resident classes in Washington. Previous experience proved unnecessary. Placement Service FREE. Write for FREE book. Approved for ALL Veteran Training.

LEWIS HOTEL TRAINING SCHOOL
Room EH-6212, Washington 7, D. C. 43rd Year.

Fine & Applied Arts

ART INST. OF PITTSBURGH

Graduates have won Oscars in dress design, fashion illus., interior design, commercial art. 18-months diploma courses. Active placement. Coed. 37th year. Veteran appr. Get Factbook. Write Willis V. Shook, Director, 635 Smithfield St., Pittsburgh 22, Pa.

MODERN SCHOOL

OF FASHION AND DESIGN
Fashion Design—with millinery and fashion modeling; Interior Decorating. Two- and three-year day courses. Tutorial system. Coeducational. Catalog. Box 51, 323 Newbury St., Boston 15, Mass.

BOSTON MUSEUM SCHOOL

A DEPARTMENT OF THE MUSEUM OF FINE ARTS
Russell T. Smith, Head, 230 The Fenway, Boston, Mass.

INTERIOR Decoration

Intensive, professional training; coeducational, GI approved; individual advancement. Attractive dormitory on Lake Shore Drive for girls. Enter 1st Monday each month. Write Registrar, Rm. 204. RAY-VOGUE SCHOOLS
750 N. MICHIGAN AVE. • CHICAGO 11
(No connection with Vogue Magazine)

Fine & Applied Arts

NEW YORK-PHOENIX

School of Design. Thoroughly proven courses in Fashion and Story Illustration, Textile Design, Advertising Design, Incl. Editorial Layout, Fine Arts. Day, eve. Summer Term. Ask for Catalog V. 160 Lexington Ave. (30th), N. Y. 16. MU 5-2973.

PARSONS SCHOOL OF DESIGN

Professional training based on Fine Arts. Interior, Fashion, Graphics & Advtg., Illus., Design in Industry. 3 yr. certificate. 4 yr. degree thru New York University. Summer programs in Europe & N.Y. Catalogue. Box V, 410 E. 54th St., New York 22, N.Y.

AUDITORE SCHOOL OF DESIGN

EXCELLENT FASHION TRAINING
Designing, Sketching, Draping, Patternmaking, Dressmaking, Grading. Free Placem't. Est. 1935. Coed. Summer Term starts July 7. Request Catalog V. 1182 Broadway (28th St.), N. Y. 1. MU 3-1348.

INTERIOR DECORATION

INTERNAT'L STUDIO OF INTERIOR DESIGN
In Nation's Capital. Professional 1- and 2-year courses. Design, Decorating, Architectural Drafting. Individual instruction. Day, eve. Start any time. Booklet V. 702 19th St., N.W., Washington 6, D.C.

RINGLING SCHOOL OF ART

28th year. Painting, Illustration, Commercial Art, Fashion Arts, Interior Design. Faculty of outstanding artists. Outdoor classes. Dormitories. Low cost. Write for catalog and folder "In Florida Sunshine." George O. Kaiser, Jr., Exec. Sec'y, Sarasota, Florida.

LAYTON SCHOOL OF ART

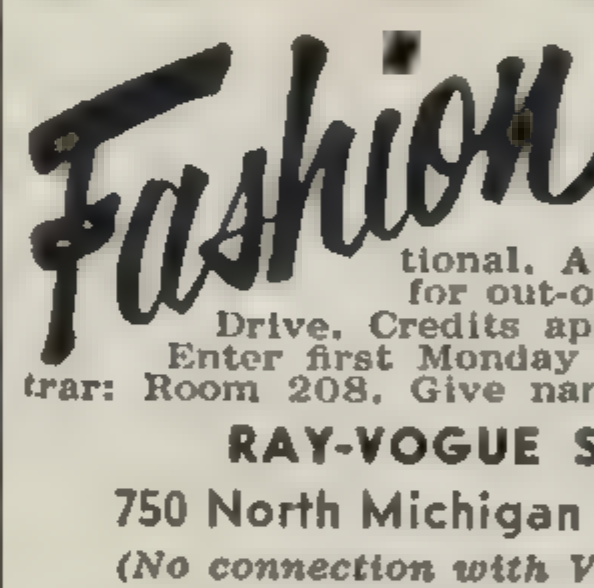
Painting, Illustration, Advertising Design, Fashion Illus., Sculpture, Photography; Industrial, Interior, Architectural Design. B.F.A. degree. Modern new bldg. Summer, Fall, Spring. Catalog. Dept. 668, 1362 N. Prospect Avenue, Milwaukee 2, Wisconsin.

AMERICAN ACADEMY OF ART

Practical courses in all branches of Commercial and Fine Art. Faculty of international reputation. Placement service. Veteran approved. Coed. Summer term begins June 22. Catalog. Frank H. Young, Director, Dept. 669, 30 East Adams Street, Chicago 3, Illinois.

THE ART INSTITUTE OF CHICAGO

SUMMER SCHOOL
Drawing and Painting, Outdoor Painting, Sculpture, Ceramics, Advertising Arts, Dress Design. Accredited. Term begins June 29, 1959.
Box 252 Mich. Ave. at Adams, Chicago 3, Ill.



Fashion
COURSES: Fashion illustration, Dress Design, Dressmaking, Millinery, Fashion Merchandising with Modeling and Speech and Style Show Techniques. Co-educational. Attractive School dormitory for out-of-town girls on Lake Shore Drive. Credits applicable to college degree. Enter first Monday each month. Write Registrar: Room 208. Give name of course desired.

RAY-VOGUE SCHOOLS
750 North Michigan Ave., Chicago
(No connection with Vogue Magazine)

MAYER SCHOOL OF FASHION DESIGN

Est. 1931 . . . Formerly Chic School
Designing, Sketching, Draping, Patternmaking, Dressmaking, Grading. Air Conditioned. Co-ed. Summer Courses. Enroll now for Fall. Request Catalog U or Home Study Catalog U-1.
64 W. 36 ST., N. Y. 18 LO 5-5620



Art Institute of Chicago
PHOTOGRAPHY & INTERIOR DECORATION
Professional training. Individual advancement. Co-educational. G.I. training available. Attractive residence for out-of-town girls on Lake Shore Drive. Enter first Monday each month. Write Registrar, Room 206.
RAY-VOGUE SCHOOLS
750 NORTH MICHIGAN AVENUE, CHICAGO 11
(No connection with Vogue Magazine)

NEW YORK SCHOOL OF INTERIOR DESIGN

SUMMER SESSION
SIX WEEKS' PRACTICAL COURSE
Starts July 6th. Faculty of leading decorators. Period and modern styles. Send for Catalog S Home Study Course starts at once. For those who cannot come to New York. Send for Catalog C 29 East 72nd St., New York 21, N. Y.

TRAPHAGEN SCHOOL OF FASHION FOR RESULTS

Training Here Pays Lifetime Dividends
Trade Methods in Minimum Time—Coed
ART DESIGN CLOTHING CONSTRUCTION INT. DECOR
INTENSIVE SIX WEEKS' SUMMER COURSE
Beginners & Advanced, Day, Eve., Sat. Register Now! Illustration, Sketch, Pattern, Dressmaking, Display. Our Graduates in Demand! Junior Sat. A.M. Class. Free Placement Bur. Send for Cir. I. Phone CO 5-2077.
TRAPHAGEN, 1680 Broadway (52d St.) N.Y. 19

Vogue's Travelog

A DIRECTORY OF FINE HOTELS AND RESORTS

WRITE FOR RESERVATIONS TO THESE—"AS SEEN IN VOGUE"

COLORADO

CRANBY

Shadow Mountain Ranch. Riding, fishing, dancing, fun program, fine food, modern cabins, magnificent scenery. A.P. Folder, Norman Wilson, Owner.

WOODLAND PARK 10

Paradise Guest Ranch. At the foot of Pikes Peak, new lodge, deluxe service, a horse for every guest, rodeos, pack trips, swimming, stage coach rides.

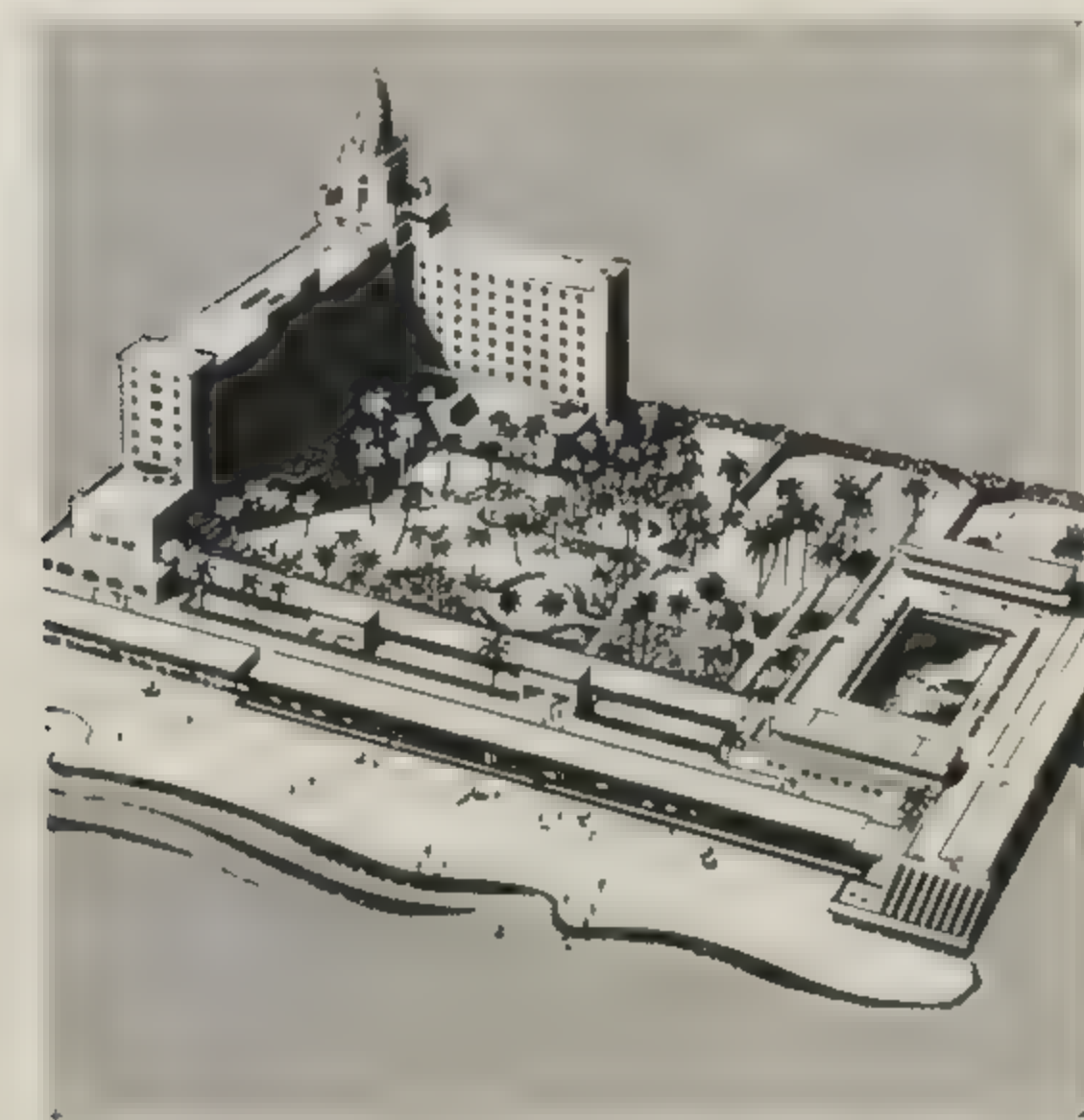
CONNECTICUT

GREENWICH

The Homestead Inn. Colonial Rooms all with Bath. Quiet. Swimming Pool. Good Food. Philip A. Waldron, Owner. Tel. TOWnsend 9-7500.

FLORIDA

MIAMI BEACH



World Famous Roney Plaza

A magnificent wonderfully different tropical estate with acres of room for relaxation and family fun, in the heart of Miami Beach. Imagine a beach so large (3 blocks long) that your privacy is assured . . . or a swimming pool so vast it's never crowded . . . both feature attractive room-sized cabanas. Roney's unique tropical gardens are ideal for a stroll or siesta. Then there's Roney's famous tennis courts . . . putting greens and shuffleboard courts. And entertainment to satisfy everyone: the gay Bamboo Room for cocktails or conversation . . . dancing under the stars . . . outstanding cuisine in the Candlelight Room . . . a delightful snack at the Coffee Corner. This is the world famous Roney Plaza with hospitality that's the talk of the continent. Completely air conditioned. Rates as low as \$8 per day, includes 2 sumptuous meals. See your Travel Agent or write Mr. Howard V. Hohl, Manager, for folder and complete information, 7 acres on the ocean at 23rd Street, Miami Beach.

GEORGIA

SAINT SIMONS ISLAND

King & Prince Hotel. Year 'round resort. E.P., directly on ocean, pvt. beach & pool; dancing, fishing, riding, golf. Near Brunswick, Georgia.

MAINE

BETHEL

Bethel Inn. Finest cuisine. New swimming pool. Own 9-hole golf course, tennis. Beach Club. Amer. Plan. June to Mid-Oct. Bethel 15.

GREENVILLE JCT. (MOOSEHEAD LAKE)

Squaw Mountain Inn and Cottages. On a beautiful estate. Pvt. golf course. All water sports. June into Sept. No Hay Fever. Excellent food.

KENNEBUNK BEACH

The Narragansett by-the-Sea. Beautiful Sandy Beach. Lawn Luncheons. Delicious Maine meals with lobsters, seafood. Cocktail Lounge. Write Box 82.

MONHEGAN ISLAND

The Island Inn. Not a typical "resort"; an Island in Time with atmosphere, scenery, birds and flora for the appreciative. Ten miles at sea. Booklet F.

OGUNQUIT

Lookout Hotel. AAA. Relax by the sea. Beautiful grounds, lovely gardens. Exceptional meals. Social and sports activities. June to September.

Maine

That big blue-and-green New England state, Maine, counts among its rich cash-crops paper, lobsters, fish, and vacationers. The vacationers, including thousands of children at summer camps, are exposed to an anthology of pleasures, especially the extraordinary beauty of Maine's seacoast, of its lakes, and its one great National Park, Acadia, on the semi-settled island of Mount Desert where the important town is Bar Harbor. It grows particularly lively in August, when many of the larger sailboats that have been cruising the coast come to anchor for a few days. Boats, in fact, drop by the innumerable Maine coves, passing on the way the great rocky cliffs, some with a stand of spruce, or fir, or pine. To document the peculiar delights of the Maine coast, the great John Marin spent years painting his stenographic landscapes at Casco Bay, Cape Split, and Deer Isle in Penobscot Bay. Among the Maine charms are summer theatre, fishing the Rangeley Lakes particularly for square-tail trout, buying lobsters at the pound or from the lobstermen just in from their lobster pots. Note: in the Maine ocean, swimming is on the freezing side; the days are warm and breezy, the nights cool and windy.

MAINE

OGUNQUIT

Ogunquit. Famous summer vacation center. Smooth, uncrowded beaches, numerous activities. For folder write Information Bureau, Ogunquit 14, Maine.

KENNEBUNKPORT



The Colony

Beautifully situated overlooking beach, ocean, river. New swimming pool, heated salt water. Poolside lunch daily. Cocktail Bar. Entertainment. Dancing nightly. Golf, tennis, shops, movies, theatre and churches nearby. Ownership Management, George C. Boughton, Pres., John C. Banta, Mgr. Winters: The Colony, Delray Beach, Fla. Write or call New York Reservation Office, 30 Rockefeller Plaza, Circle 6-6820.

MASSACHUSETTS

ANNISQUAM (GLOUCESTER)

Annisquam Inn. Small, gracious. Superb location on private beach. Excellent food. From \$58 weekly. Choice of 2 or 3 meals. Late June-September.

CAPE COD & ISLANDS

Cape Cod-Nantucket-Martha's Vineyard-Block Island. For reservations & info. contact Cape Cod & Islands Resorts, 55 West 42 St., NY 36. CH 4-1998.

CHATHAM

Chatham Bars Inn & Cottages, Cape Cod, overlooking ocean. Private beach, golf, tennis, cocktails. Early June to late September. Amer. Plan.

EAST NORTHFIELD 33

The Northfield. Golf, swimming pool, all sports on our 250 acre estate. Social program. \$12-\$17.50 day inc. delicious meals. 125 rms. All year. Folder.

NANTUCKET

Harbor House—Sand, Sea and Air. The world's finest beaches. Consult Robert F. Warner, 17 East 45th Street, New York City, MU 2-4300.

New England Offers You a wonderful vacation four seasons. Make your summer trip include the numerous inns we've listed for your pleasure.

MASSACHUSETTS

ROCKPORT 4 (CAPE ANN)

Straitsmouth Inn. "The Sea Surrounds Us". Ocean on 3 sides, private rocky point. Fine N. E. food. Modest or deluxe accom. May 29-October 1.

SWAMPSCOTT



New Ocean House

Directly on the ocean. 12 miles from Boston. 300 rooms each with bath. Accessible to all historic points. Every recreational feature, including golf, tennis, riding, fishing and yachting. Private beach. Traditional New England cuisine. Also seafood specialties. Open April to November. Booklet. Clement Kennedy, President.

NEVADA

LAKE TAHOE

Glenbrook Inn & Ranch. Our own golf course, horses, tennis, sand beach, rodeos. One hour from Reno. Amer. Plan. May-Oct. Glenbrook, Nev.

NEW HAMPSHIRE

FRANCONIA

Mittersill Alpine Inn & Chalets. 2000' high on Cannon Mt. Excellent cuisine, cellars, cocktail lounge, dancing, movies, swimming pool & tennis.

JACKSON 12 (WHITE MTS.)

Eagle Mountain House. Overlooks Wildcat Valley. Golf course. Swimming pool. All summer sports. Social Program. Excellent meals. June 26-Oct. 14.

JACKSON (WHITE MTS.)

Whitneys'. A charming Inn off the beaten path. Pvt. swimming pond, Shuffleboard, Fishing, Rest, good food. Open all year. Folder. H. K. Whitney.

SUGAR HILL 19

Sunset Hill House. "The complete Resort." New pool, free 9-hole golf course, nightly entertainment, cocktail lounge & fine food. Color folder.

NEW HAMPSHIRE

SUGAR HILL

Peckett's on Sugar Hill Club. New England charm. Cottages. Swimming pool. Open June 18 to Oct. 13. Reservations by application. Tel. Fran. VA 3-5555.

NEW JERSEY

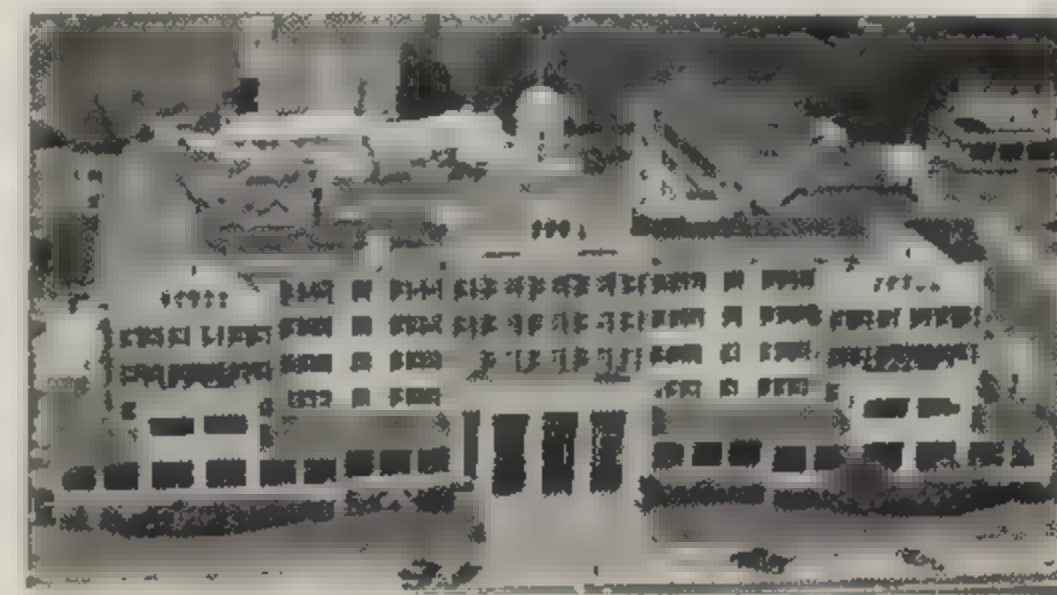
ATLANTIC CITY

Marlborough-Blenheim. At the edge of the sand & sea. Ocean-front decks, solarium, pool and poolside cafe. Entertainment. Salt water baths.

PRINCETON

Princeton Inn. Charming inn. Early American atmosphere. Inviting accommodations, delicious food. 100 rooms. Adjoining Princeton campus.

SPRING LAKE BEACH



The Essex and Sussex

Right on the Atlantic, one of America's truly fine resorts with beautifully-kept, wide private beach . . . tennis courts, lake park. Boardwalk, 2 golf courses, riding, fishing, Monmouth Park nearby. Enjoy delicious cuisine, social activities, dancing nightly. American Plan. For brochure write to F. L. Abel, Manager, The Essex and Sussex, Spring Lake, New Jersey.

SPRING LAKE BEACH



The Warren Hotel

Directly on the Ocean with our own private bathing beach and Beach Club, in one of America's most fastidious resorts of beautiful villas and gardens. Charming, historic back-country too. Cocktail Room, dancing, every luxury, and all sports, golf, tennis, sailing, fishing, supervised activities for children. Near Monmouth Park. Opens June 27th. Color Brochure. Fred O. Cosgrove, Owner-Mgr. Phone Gibson 9-8800.

SPRING LAKE



The Monmouth Hotel

Direct ocean front showing private bathing beach for our guests. Terrace cafe with outdoor luncheons for bathers. Air-conditioned bar & grill, enlarged, resplendent. Attractive rates. 50 miles from New York. All outdoor sports. Convenient to Monmouth Park Race Track. Distinguished clientele. Smartest resort on Jersey Coast. Opens June 20. Gibson 9-5000. Brochure. Jas. J. Farrell, Gen'l. Mgr.; Felix H. Standen, Res. Mgr.

NEW YORK

LAKE MINNEWASKA

Lake Minnewaska Mountain Houses. "One of America's Most Beautiful Resorts." On cliffs above mountain lake. 88 miles north of N.Y.C. Brochure.

NEW YORK CITY

The New Weston. Madison Ave. at 50th St., at the center of business and social life. Weston Court, English Lounge and Restaurant. A Knott Hotel.

The Westbury. Madison Ave. at 69th St. Distinguished clientele. Air-conditioned rooms & suites. Polo Bar, Lounge and Restaurant. A Knott Hotel.

VOGUE incorporating Vanity Fair

PENNSYLVANIA

BEDFORD SPRINGS



Bedford Springs Hotel

3000 acre resort hotel located high in Allegheny Mountains. Largest and finest in Western Pennsylvania. 18-hole championship golf course. Indoor and new outdoor swimming pool, plus lake swimming. Tennis. Dancing. Boating. Planned social activities. Superb cuisine. Special overnight guest rates. For reservations or brochure write L. Gardner Moore, President and General Manager.

DINGMAN'S FERRY, P.O. BOX 326

Culvermere. Lakeside young adults' vacationland. Every sport & entertainment. Informal, active, inexpensive. Free booklet from your agent or write.

EAGLES MERE

Crestmont Inn, Eagles Mere, Pa. Family cottages, pleasant rooms. Superb cuisine. Sports. 2200-ft. altitude in scenic Alleghenies. Opens June 15.

MOUNT POCONO

The Skyline Inn. Family resort, planned sports and social programs for all ages. Swimming pool. Cottages. Folder, Mt. Pocono 36, Pennsylvania.

POCONO MOUNTAINS

Meadowbrook Manor. Devoted to horseback riding. Ideal facilities to learn. Pleasures for entire family. Pool, etc. R.D.3, E. Stroudsburg 4, Pa.

SKYTOP

Skytop Club. A 5500 acre estate high in the beautiful Poconos. All sports, year 'round. Superb cuisine. 3 hours from N.Y. and Phila. Box 21.

VERMONT

STOWE



The Lodge at Smugglers' Notch

Escape to the cool Green Mts. Gracious vacation living, continental atmosphere at the foot of Mt. Mansfield. Hub of delightful N. E. activities. Enjoy private heated pool, 5 fast-drying courts, fishing, Morgan horses. Golf nearby. Renowned French cuisine, epicurean wine cellar. Cocktail lounge, dancing. For Reservations Tel. AL 3-7311 or write Ivor Petrak, Mgr. Color Folder.

VIRGINIA

HOT SPRINGS



The Homestead

The Virginia Alleghenies give this famous resort a beautiful setting—and a superb summer climate as well. There is bright sunshine on most days; nights are clear and cool, with perfect sleeping under a blanket or two. Service is expert, and accommodations are supremely comfortable. Sports facilities include two magnificent golf courses, indoor and outdoor pools, banks of fast-drying tennis courts, trails for riding or carriage driving, mountaintop skeet and trap-shooting layouts—and so forth; all receiving a degree of maintenance that is almost unheard of these days. For rates and reservations address The Homestead, Hot Springs, Va.

VIRGINIA

IRVINGTON



The Tides Inn

Gracious living in rural Colonial Virginia with a cuisine that is recognized by experts as real Virginia food prepared from colonial recipes that cannot be excelled. The charmingly informal elegance will delight you. A friendly atmosphere that simply radiates happiness. Cruises on luxurious yachts to the Chesapeake Bay; fishing; outboards; golf; tennis; dancing; swimming in the heated salt water pool; other enjoyable pastimes. Truly a Virginia showplace. Fast being recognized as the world's finest small resort. Write The Tides Inn, Irvington 3, Virginia, for more information.

VIRGINIA BEACH



The Cavalier

A complete domain of pleasure in the summer with gay Beach and Cabana Club for the enjoyment of surf, beach, al fresco dining, tea and starlight dancing. Yacht & Country Club for golfing, sailing, water skiing and fishing. Indoor and two outdoor pools, skeet range, tennis courts. A resort club under the direction of Sidney Banks.

WILLIAMSBURG



Inn, Lodge & Motor House

A visit to historic Williamsburg is more than a journey back to colonial days. It is an opportunity to enjoy a delightful vacation. Fine lodgings in modern hotels, guest houses, restored taverns and the Motor House. Excellent food and service. Golf, tennis and other seasonal sports. Come and see the Governor's Palace, Capitol and other famous buildings, watch craftsmen at their benches and don't miss visiting nearby Jamestown and Yorktown. For information write Box 718, Williamsburg, Virginia or Williamsburg Reservation Office, 30 Rockefeller Plaza, New York, Telephone Circle 6-6800.

BERMUDA

TUCKER'S TOWN



The Castle Harbour

Exciting water sports, Bermuda's largest finest private Beach, golf and tennis on 180 landscaped acres. Fully air conditioned, dancing, floor shows nightly. For beautiful color folder write Wm. P. Wolfe Organization, Representative, 500 5th Ave., New York 36. Also Boston, Chicago, Cleveland, Philadelphia, Miami, Toronto.

CANADA

MONT GABRIEL, P.Q.

Mont Gabriel Club. Luxurious 1400-acre mountain-top resort—offering every facility for a happy holiday. Write for illustrated folder.

MURRAY BAY, QUEBEC



The Manoir Richelieu and Cottages

In the scenic, pine-scented, pollen-free Laurentians, overlooking the St. Lawrence. 18 holes of golf, heated salt water pool and beach, tennis, riding, fishing in well stocked lakes, Casino for dancing. Served by Saguenay steamers, by rail or modern highway. Lewis P. Beers, Mgr., Dept. V, Murray Bay, P.Q., Canada, Travel Agents or Canada Steamship Lines offices.

TADOUSSAC, PROVINCE OF QUEBEC



Hotel Tadoussac and Fishing Camps

Where St. Lawrence and Saguenay Rivers meet. Heated swimming pool, golf, tennis, dancing. 9 well-stocked fishing lakes, pollen-free air. From \$13 a day per person, American Plan. By steamer or highway from Montreal. Leslie K. Sheppard, Mgr., Dept. D, Box 100, Montreal, Travel Agents or Canada Steamship Lines offices.

ENGLAND

CHAGFORD, DEVON

Easton Court Hotel. 15-century house with 20th century comfort. Anglo-Amer. owners. Good food & beds. Central heat & log fires. Tel: Chagford 3169.

MEXICO

JOCOTEPEC, JALISCO

Hotel La Quinta. Colonial Inn on Lake Chapala. Amer. hygienic standards. Home cooking. \$42 per couple per week. Amer. plan. Write direct.

PUERTO RICO

DORADO



Dorado Beach Hotel and Golf Club

Nestled in a lovely tropical setting and swept continually by the cool trade winds. Open the year 'round for surf, pool swimming, tennis, other summer sports. Golfing is magnificent on one of the world's finest oceanside courses. 136 rooms in air conditioned beach houses or roomy cabanas. Summer rates, June 1—Dec. 1. See travel agent or New York Res. Off., 30 Rockefeller Plaza. Tel. Circle 7-3080.

TRAVEL

Tours, Cruises, Services

GREECE

All-inclusive air tours, visiting Europe and Near East. Colorful Booklet—Dept. J; Greek Tourist Agency, Inc., 505 Fifth Ave., N.Y. MU 2-3520.

THE NETHERLANDS

For Hire in Europe: Luxurious river yacht, crew of 4 included, sleeps 10, 4 baths, for further details write P. O. Box 172, Nijmegen, The Netherlands.

THERE'S
No Substitute
FOR BRUSHING
AFTER EVERY MEAL

- for attractive smile
- for sweet, clean breath
- to fight tooth decay

... it's easy with full size, folding Tote Toothbrush. Smart "cigarette pack" size dental kit with brush and toothpaste fits easily in your purse. Don't take chances... carry always. Finest nylon bristles. Attractive colors. At drug and dept. stores.

only \$1.00

Tote TOOTH BRUSH
THE EASY, SMART WAY TO BRUSH 3 TIMES A DAY

Built-In Comfort



Dr. Scholl's ARCH-LIFT® Sandals

You'd never believe a sandal could feel so good! The exclusive built-up arch, molded sole and cupped heel support and cradle your every step... make walking a real pleasure... prevent that 'letdown' feeling of ordinary sandals. Ideal for home, street or recreation. Adjustable straps. Finest quality leather. Get a pair for every member of your family.

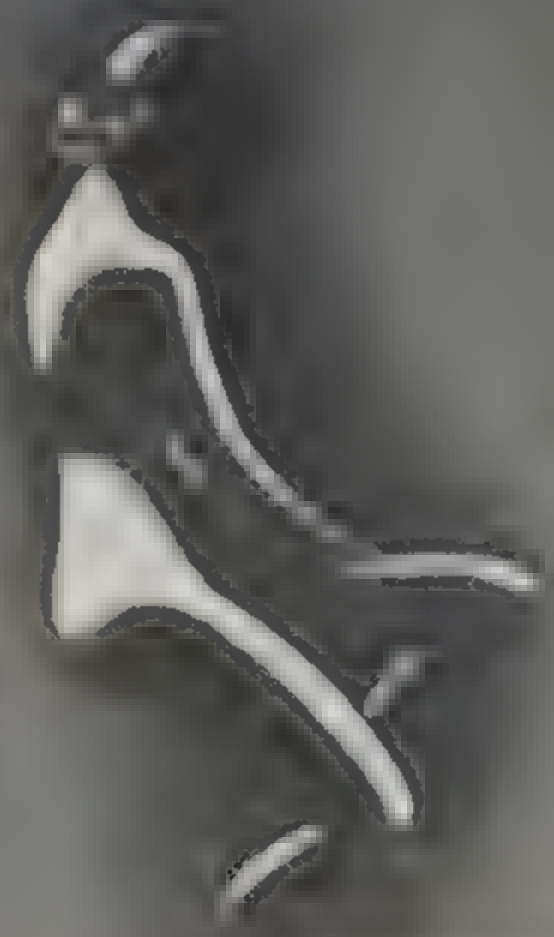
WOMEN'S: Tan, Red, White, Black CHILDREN'S: Tan, Red, White \$6.95
MEN'S: Tan, Brown, Black



Molded Sole • BUILT-UP ARCH • Cupped Heel

At all Dr. Scholl Foot Comfort Shops, leading Shoe & Dept. Stores. If not available locally, write Dr. Scholl's, Inc., Dept. 612, Chicago, Ill.

T.M. Reg. 1948
Treo Company, Inc.



X X X X X X

TREO

X X X X X X

YOU REJOICE in the fashionable "look" of your Treo-styled figure... the feeling of control with freedom and blissful wearing comfort!



TREO
Style 816
18.50

TREO COMPANY, INC., 200 Madison Ave., New York
TREO CORSETING, Montreal

Vogue's success coat

1956-1959: and still turning out fashion looks



If you bought this coat in February of '56, when it first appeared in Vogue, you're three years to the good in fashion. "We can't stop making it" reports the maker, dazed but happy. If you buy it now, it's "current and not costly"; a slim \$55 handles the transaction nicely, and as for "nice new straightness... shorter sleeves..." these points still hold. The news you might cash in on: beige and white available now among the dozen colours in which this coat can be had. By Baitech & Castaldi, in Australian lamb's wool. At Bonwit Teller; Neiman-Marcus.

Here is where
you can buy

MARTEX®

Pavilion Stripes

Abilene, Texas Ernest Grissom's
Albuquerque, N. M. *Hubbard's
Albuquerque, N. M. Kistler-Collister Co.
Allentown, Pa. Hess Brothers
Asbury Park, N. J. Steinbach Co.
Atlanta, Ga. Davison-Paxon Co.
Bakersfield, Calif. Malcolm Brock Co.
Beverly Hills, Calif. ... Grande Maison de Blanc
Boston, Mass. Wm. Filene's Sons Co.
Boston, Mass. Howell Brothers Inc.
Boston, Mass. Jordan Marsh
Bremerton, Wash. Bremer's
Bronx, N. Y. Fay's-White Plains Rd.
Burlingame, Calif. Levy Bros.
Burlington, Vt. Abernethy's
Carmel, Calif. Putnam & Raggett
Charleston, S. C. Kerrison's
Charlotte, N. C. J. B. Ivey & Co.
Chicago, Illinois Carson Pirie Scott & Co.
Cincinnati, Ohio The John Shillito Co.
Cleveland, Ohio The Halle Bros. Co.
Columbus, Ohio F. & R. Lazarus Co.
Dayton, Ohio Rike-Kumler Co.
Denver, Colo. *May Co.-D&F
Denver, Colo. *Neusteter's
Englewood, N. J. Craig Dry Goods
Eugene, Oregon Russell's
Fairfield, Conn. Fairfield Dept. Store
Fort Wayne, Ind. Wolf & Dessauer
Galveston, Texas Eiband's
Germantown, Phila., Pa. C. A. Rowell
Haverhill, Mass. Seavey's
Houston, Texas Joske's of Houston
Indianapolis, Ind. L. S. Ayres
Kansas City, Mo. *The Jones Store
Los Angeles, Calif. *Barker Bros.
Los Angeles, Calif. *J. W. Robinson Co.
Louisville, Ky. Bacon's-St. Matthews
Miami, Fla. Jordan Marsh
Milwaukee, Wisc. Boston Store
Minneapolis, Minn. Dayton's
Nashville, Tenn. *Castner-Knott
New Brunswick, N. J. P. J. Young
Newport News, Va. Nachman's Dept. Store
New York, N. Y. *B. Altman & Co.
North Hollywood, Calif. Rathbun's
Oakland, Calif. *Kahn's
Odessa, Texas Dunlap's
Ogden, Utah Bon Marche Co.
Pasadena, Calif. Barker Bros.
Pasadena, Calif. Grande Maison de Blanc
Pasadena, Calif. Robinson's-Pasadena
Philadelphia, Pa. *Strawbridge & Clothier
Phoenix, Ariz. Korricks
Phoenix, Ariz. Phyllis Robbins
Pittsburgh, Pa. Gimbels
Plainfield, N. J. Tepper's
Portland, Ore. *Olds & King
Reading, Pa. C. K. Whitner Co.
Richmond, Va. Miller & Rhoads
Richmond, Va. Thalheimer's
Rockford, Ill. D. J. Stewart
Sacramento, Calif. Weinstock Lubin & Co.
St. Louis, Mo. *Stix Baer & Fuller
San Antonio, Texas Joske's of Texas
San Francisco, Calif. *City of Paris
San Francisco, Calif. Lenore Linens
San Francisco, Calif. The White House
San Mateo, Calif. *Levy Bros.
San Pedro, Calif. *Dunlap of California
Santa Barbara, Calif. Trenwith's
Santa Fe, N. M. Hubbard's
Scarsdale, N. Y. Chas. N. Mead Co.
Schenectady, N. Y. H. S. Barney Co.
Shreveport, La. Hearne's
Springfield, Mass. Forbes & Wallace
Stockton, Calif. Brown & Mahin
Toledo, Ohio Lasalle's
Tucson, Ariz. Levy's of Tucson
Tulsa, Okla. Seidenbach's
Washington, D. C. *Julius Garfinckel & Co.
Washington, D. C. *Lansburgh & Bro.
Washington, D. C. *Woodward & Lothrop
Waterbury, Conn. Bedford, Inc.
Wheeling, W. Va. Stone & Thomas
Whittier, Calif. Myer's-Whittier
Wilkes Barre, Pa. Isaac Long

*Available at main store and branches.



M

A R T E X[®]

Pavilion Stripes

Stroke of genius for your bath: Martex takes a color, varies the tones and stripes them boldly on luxuriously soft terry towels. For emphasis, add a matching bath mat. For accent, a coordinated color in a Martex shower curtain, extra towels. That's one idea . . . for more, see all the three-tone colors in new Pavilion Stripes. Bath towel, \$2.98. Terry bath mat, \$2.98. Solid color bath towel, \$2.98. Matching shower and window curtains, \$5.95 each. At fine stores listed opposite. Martex, 111 West 40th Street, New York 18, N. Y.





CANOE BY ABERCROMBIE & FITCH

ET TU, BEAUTY!

SWIM CLASSIC! PRINTED ARNEL JERSEY ON FAILLE LASTEX. PERMANENT PLEAT SKIRT. TURQUOISE OR PINK ACCENTS. SIZES 32 TO 38. ABOUT \$23.

GIMBELS and branches.....New York, N. Y.
 HOROWITZ DEPT. STORE..... Branford, Conn.
 SAGE ALLEN Hartford, Conn.
 FRED PHIPPSNew Haven, Conn.

LANSBURGH'SWashington, D. C.
 FRANK DRY GOODS CO.....Ft. Wayne, Indiana
 SENTER'SBath, Maine
 R. A. McWHIRR CO.....Fall River, Mass.
 BUTTNER'SPlymouth, Mass.

THE TOWN SHOPRockport, Mass.
 DIAB DRESS SHOP.....Burlington, N. C.
 STERNS APPARELAsbury Park, N. J.
 ROBERT H. WUENSCH CO.....East Orange, N. J.
 WM. SHEARER DEPT. STOREMargate, N. J.

BAMBERGER'SNewark, N. J.
 LANDSMAN'S DEPT. STOREVentnor, N. J.
 EVENSON'S DEPT. STORE.....Verona, N. J.
 TOMPKINSMiddletown, N. Y.
 SOMACHS, INC.Allentown, Pa.

FOR NEAREST STORE WRITE: **ROBBY LEN BEACHWEAR**, DEPT. V1, 1410 BROADWAY, NEW YORK 18, NEW YORK

PREMIÈRE PRESENTATION



IN GLAMOROUS SPRAY FLACONS

TWEED, MIRACLE, SHANGHAI ... \$3.00

ADAM'S RIB, DARK BRILLIANCE ... \$3.25





The thread of the story is LUREX

LUREX® contributes glowingly to the new feeling in car interiors—for elegance expressed in terms of color. Whether Lurex itself provides the color, or enlivens it with mirrorings of gold or silver, the luxury is unmistakable. Shown here: The floor carpet, "Taurus", the upholstery fabrics, "Odessa" and "Barbary", all woven with Lurex. Lurex, non-tarnishing metallic yarn made only by The Textile Fibers Department of *The Dow Chemical Company • Williamsburg, Va. • New York: 350 Fifth Ave. • London • Amsterdam*

THE LADY IS WEARING: THE NEW SPARKLER IN SUMMER EVENING COATS—BROCADE ENLIVENED WITH LUREX. AT SAKS FIFTH AVENUE, ALL STORES.

Miracle!



Today it can happen to YOUR complexion

...the miracle of TANGEE, the Miracle Make-up! You smooth it on...and tiny flaws disappear! You look in the mirror...and your face is alight with soft, natural color! You pat on your powder...and it clings like a dream! And here's the most miraculous thing of all—TANGEE, the Miracle Make-Up costs just 49c. Yet it contains the same wonder-working ingredients as liquid make-ups costing more than twice as much. Six wonderful shades—as flattering by day as by candlelight. Also try creamy TANGEE Lipstick—in the smart black and gold swivel case, 59c, or the Golden Silhouette case, \$1.00...TANGEE Petal-Finish Pressed Powder in the tortoise-shell compact 69c...TANGEE Rouge 29c...and TANGEE Dusting Powder 79c.

It costs very little to be very lovely with

Tangee



TANGEE COSMETICS ALSO AVAILABLE IN CANADA

Summer
lingerie:
the airiest
polka dots



Above: Summer polka dots, tiny, wide-spaced, pale blue, on a sleeping coat of white Supima cotton georgette. Plus factor: it presses of its own accord. By Iris, \$15. Lord & Taylor.
Left: Pin dots of blue on a white summer slip cool in fit, looks, upkeep (nylon-Dacron-cotton fabric that dries and presses in one operation). By Parisian Maid, \$11 at Bergdorf Goodman.



Irresistibly Yours...

BABY DOLL Panty-Bra-s'lette®

by
Lady Marlene

Nothing can capture
a mood of excitement like this provocative
PANTY-BRA-S'LETTE® of bewitching Black or White nylon lace.
A-B and C cups. \$22.50. At fine stores everywhere.

Lady Marlene Brassiere Corp.
20 West 33rd Street, New York 1, New York
New York • Miami • Chicago • Los Angeles

made with **FABULASTIC®**

how slender women can reduce* their hips

**no diet...no weight-loss*

Are you slender...yet bothered by bulges? Relax-A-cizor is your way. No diet. No weight-loss. Yet inches vanish from hips, waist, tummy, thighs...wherever you want. Your weight can stay the same—and yet, you can...with Relax-A-cizor, have that slimmer, smoother figure.

Relax-A-cizor is slimming exercise. Yet, it requires no effort... never makes you feel tired. You use it at HOME. Use it only 30 minutes a day...while you rest, read or watch television...even while you sleep.

You save time and money, too. No more long trips to expensive salons. Your Relax-A-cizor treatments...AT HOME...cost less than 5¢. So convenient...so pleasant so quick and easy to use.

"This is the safe, sensible, economical HOME method used by more than 300,000 women." Praised by such famous magazines as Vogue, Harper's Bazaar, Mademoiselle, Charm, Glamour, Coronet...and newspaper beauty editors coast-to-coast.

Diet may cause sagging and loss from bust, neck and face. Relax-A-cizor does NOT: instead it firms and tightens your waist, hips, thighs and abdomen. New FACIAL exercises and tightens muscles under eyes and chin.

Husbands use Relax-A-cizor, too...to reduce the size of their waistlines...for soothing RELAXING exercise of tired, aching back and feet muscles. Relax-A-cizor is for the whole family...teenager to glamorous Grandma... *Everyone* uses it!

Free: "It Buzzes Away the Bulges" by Ralph Bass and complete illustrated booklets about "How to Reduce Inches at Home." Just Mail Coupon or Telephone.

Users say: "Four inches removed from abdomen"—Mrs. M. F. "3 inches from hips"—M. A. "Reduced waist size 5 inches in six weeks"—Mrs. J. D. G. Some lose less...many lose MORE. And, you may lose MORE than an INCH THE FIRST WEEK!

TELEPHONE TODAY

NEW YORK CITY.....MU 8-4690
PHILADELPHIALO 4-2566
BOSTONKE 6-3030
DETROITED 1-8000
CHICAGOST 2-5680
LOS ANGELES.....OL 5-8000
SAN FRANCISCO.....SU 1-2682
SAN ANTONIO.....CA 6-4086
SEATTLEMA 3-7690

Representatives in most cities and rural areas

FREE—mail today—

RelaxAcizor

Dept. 20-610

LOS ANGELES, CALIF.
980 N. La Cienega

NEW YORK CITY
711 Fifth Avenue

CHICAGO, ILL.
Suite 800, 17 N. State St.

TORONTO, ONTARIO
Suite 316, 57 Bloor St. W.

Please send in PLAIN envelope FREE illustrated information about reducing size of waist, hips, thighs, abdomen. No cost. No obligation.

☐ Mrs. ☐ Miss ☐ Mr. (Please Print)

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

TELEPHONE _____

Use margin for more writing space

© Relax-A-cizor, 980 N. La Cienega, Los Angeles





The Carita Salon at Henri Bendel

presents haute-coiffure wigs by the originator of the whole wig fashion.

For information write 10 West 57th Street, New York 19, N. Y.



*The
TUSCANY
FLAT*

Hand-made Italian flat. Selected calf skins, superbly flexible.

Red, Blue, Black and Black & White.....\$16.95

Add 40c p.p.

Sizes 4½ to 10 N, M, W.

MAYFAIR LTD.

526 Madison Ave., N. Y.

Est. 1941



Canvas shirt in S, M, L. Washable. Blue, red, black, yellow, orange, natural.....\$7.95
Also men's sizes S, M, L.

Canvas Duffle Bag in natural, black, red. 16" high with a 9½" circular black leather bottom.....\$7.50

Mail orders accepted
Write for catalogue

ABE SILVER

1310A Sixth Ave. (Bet. 52 & 53 Sts.), N.Y.C.



SHOP



1. Turquoise jacket for pants



2. Summer sweater



3. Tennis points



4. Inside sweater story



HOLD THAT TIGER!! . . . with an easybaby car belt

- Here is the answer to safe driving with young children on long drives or short trips about town.
- Child can stand, sit, or lie down in comfort and safety.
- It need never be removed—is not in the way when not in use; replaces cumbersome car-seats.
- Made of strong blue webbing, this adjustable belt fastens around the child's waist with a dog leash catch and travels up and down a second strap that buckles over the seat back. A perfect baby present.



Satisfaction guaranteed. Check or M.O. Ppd. in U.S. \$2.50
Harvest House, Inc., 1200 Niagara R338, Buffalo 13, N. Y.

Gift for Golfers

Golf Ball Marker in 14 carat gold. "Mark It Please" spots your golf ball on the green. As welcome as a hole-in-one and useful as a tee, it comes in own genuine morocco case. \$9.50



Shown actual size.
Price includes tax and postage.
This is but one of many fine items
which may be seen at our showrooms.
Brochure available upon request.

Gotham Gifts

15 West 47th Street

New York 36, N. Y.

HOUND

... daylight savings



5. East Indian tunic



6. Midsummer stole

1. *Turquoise jacket* of cotton, with a look up its outsized sleeves that could carry a summer's day. S, M, L. With it, tapered slacks of beige or black hop-sacking. Sizes 8 to 16. Top, \$30; pants, \$15. Both ppd. Robert Leader, 146 East 54th St., New York 22.
2. *The square-root of wonderful* summer costumes: this square-necked, red and white wool sweater (medium only). With it here, narrow white linen trousers, sizes 8 to 14. Sweater, \$25; pants, \$25. Jax, 15 E. 57th St., N. Y. 22.
3. *Match points*: This sleeveless tennis dress, of drip-dry Arnel-and-cotton broadcloth, has a short, pleated skirt, snap-on pants. A good way to be ahead of the game on or off the courts: toss this cable-stitched Orlon sweater over your shoulders. Dress, \$9.50; sweater, in white, mustard, sapphire, orange, green, \$11.50; both, postpaid. E. Lorence, 667 Lexington Avenue, New York 22.
4. *The inside story* on this cashmere sweater, edged with grosgrain ribbon, is a polka-dotted silk lining. In black, white, blue, grey, yellow, pink with apropos linings. Sizes 34 to 40. \$70 ppd. Sweaters by Pamela, Pamela T. Colin, 941 Park Ave., N. Y. 28.
5. *Overblouse: East Indian overtones*. Tunic-like topping for skinny slacks. Cotton hop-sacking top, in coffee bean, pumpkin, turquoise, or pink, \$11; cotton pants, in black, white, green, \$8; ppd. Ann Huxley Shop, Lenox, Massachusetts.
6. *Midsummer Night's stole*. Two tiers of natural white Canadian foxtails mounted on a lining of double white chiffon. \$49.50, tax inc., ppd. Harold J. Rubin, 943 Madison Ave., N. Y. 21.

PRICES PLUS POSTAGE, UNLESS OTHERWISE NOTED



IS
THIS

CARYL RICHARDS? Her permanent wave is—very much Caryl Richards. A precious new Caryl Richards MILK BATH Permanent, in fact—as exotic a wave as ever we've known. Our MILK BATH wave (it's enriched with milk nutrients!) gives your hair precisely the basis it needs for the new coiffures—firm body, subtle softness, creamy condition. No wonder our stylists love it. And a MILK BATH wave stays so permanent, so natural-looking, so easily manageable your hair almost sets itself!

...everyone knows a Caryl Richards permanent is better for your hair.

BEAUTY SALON

JAY THORPE
24 West 57, n.y.



CONVERSATION PIECE

From Bermuda

Grace your home or table with this exquisite Bermuda 350th Anniversary 10" Plate. It's adorned with the "Sea Venture" (shipwrecked here in 1609), the coats-of-arms of Bermuda and the 9 Parishes. Soft blue design on white. Fine bone china by Shelley of England. Satisfaction guaranteed. \$5.99 ppd. Send order to Dept. 5.

Smith LTD.
H.A. & E. HAMILTON - BERMUDA



SEA PARKA smartly stands off blaze or breeze. Our hooded terry jacket zips from hem to chin, has front yoke effect. Push-up sleeves button at wrist. Separating zipper permits wearing jacket open. White, Cherry, Turquoise Terry. Sm, Med, Lg, \$8.30 postpaid.

THE TOG SHOP LESTER SQUARE - AMERICUS, GA.

**The vogue
in Sunglasses—
wraparound**



A new type of Sunglasses affording complete lateral protection. Obtainable in 4 exciting safin tones: Pink, Gray, Smoke, Rust. Also classical Demi-Amber. \$15. p.p., includes silk bag to match. Mail orders invited.

520 Fifth Ave.
at 43rd St.
New York
MU 2-3880

E.B. Meyrowitz
INCORPORATED
OPTICIANS

730 Fifth Ave.
at 57th St.
New York
CO 5-1103-4

**AN EXCITING NEW FASHION—
JADE RINGS JADE HEARTS**

Hand cut and polished from one solid piece of precious Jade. For ages the oriental token of affection and good luck. Choose from three widths, 5/16", 3/8", 1/2". \$12.50; 3/4" \$15; 1/2" \$20. Tax included and postpaid. Unconditionally guaranteed. Please specify ring size when ordering.

from \$12.50

Encircled in gleaming 14K gold, to wear as pendant, or on charm bracelet. Perfectly cut, highly polished precious jade, approx. 1". Tax incl. ppd. \$10

INTERNATIONAL GEM CORP. 17-V Maiden Lane
New York 38, N.Y.



HAPPY DAYS

in an **easybaby**

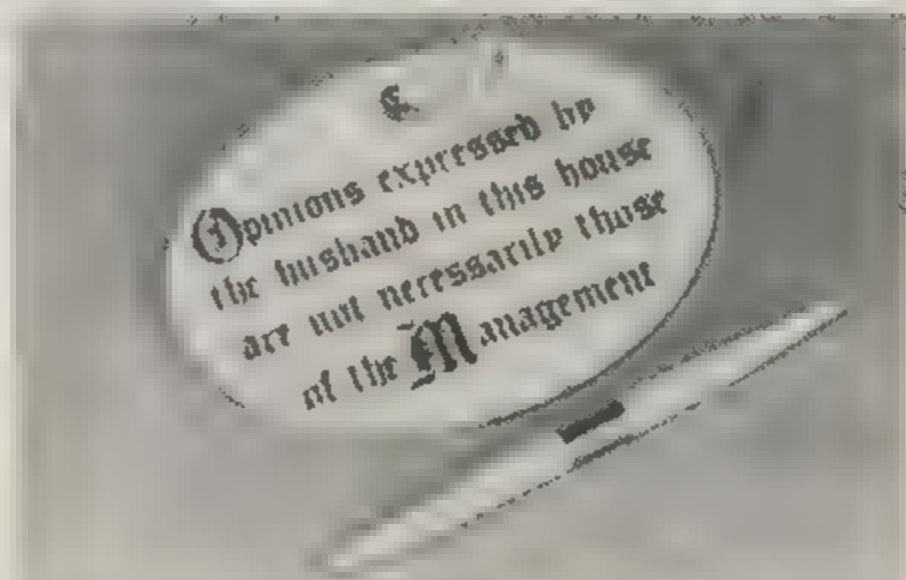
A pediatrician approved cradle chair that elevates and supports the smallest baby. It brings him into the family circle and frees mother's hands for feeding. Easybaby is the ideal way to keep the infant happy and secure at his mother's side, about the house, traveling. Hand finished wood construction, in pale pink, blue or yellow. Fully assembled, complete with plastic mattress, safety strap and hand holes. Satisfaction guaranteed. Send check or money order. We pay postage in the United States. \$9.95.

THE PERFECT BABY PRESENT

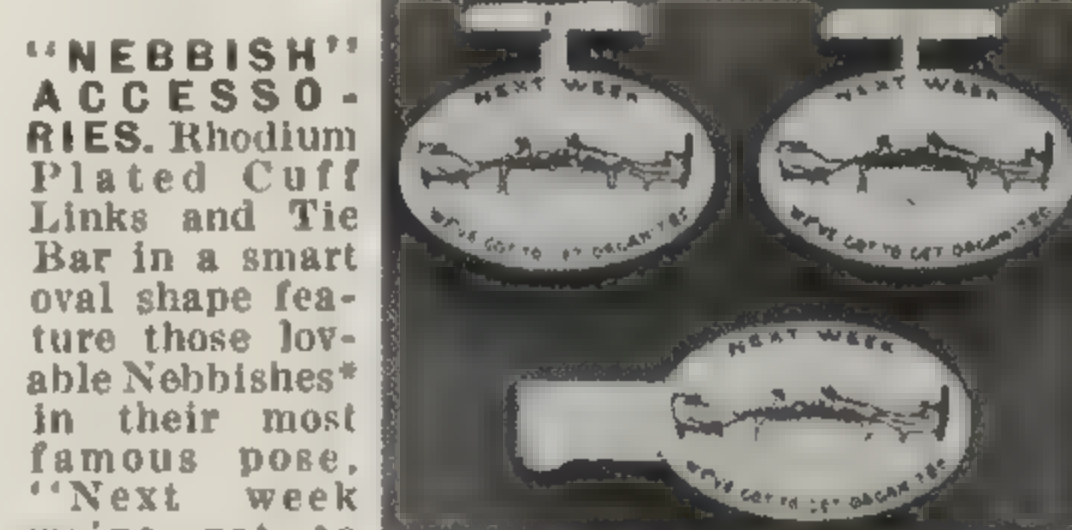
Harvest House, 1200 Niagara R190, Buffalo 13, N.Y.

FATHER'S DAY GIFTS

for every man with a sense of humor!



CERAMIC PEN SET to cheer up his desk and gently remind him that "Opinions expressed by the husband in this house are not necessarily those of the management!" Good natured fun on a felt-backed white ceramic base, accompanied by a fine ball point pen. \$1.95



"NEBBISH" ACCESSORIES. Rhodium Plated Cuff Links and Tie Bar in a smart oval shape feature those lovable Nebbishes* in their most famous pose. "Next week we've got to get organized!" He'll wear them everywhere! Cuff Links \$2.50 pair Tie Bar \$1.75 Cuff Links and Matching Tie Bar OR Keychain \$3.95 set

*by Herb Gardner

All postpaid. Sorry, no C.O.D.'s. Catalog included with every order.

Pinebridge Studios
OSSINING 8, NEW YORK

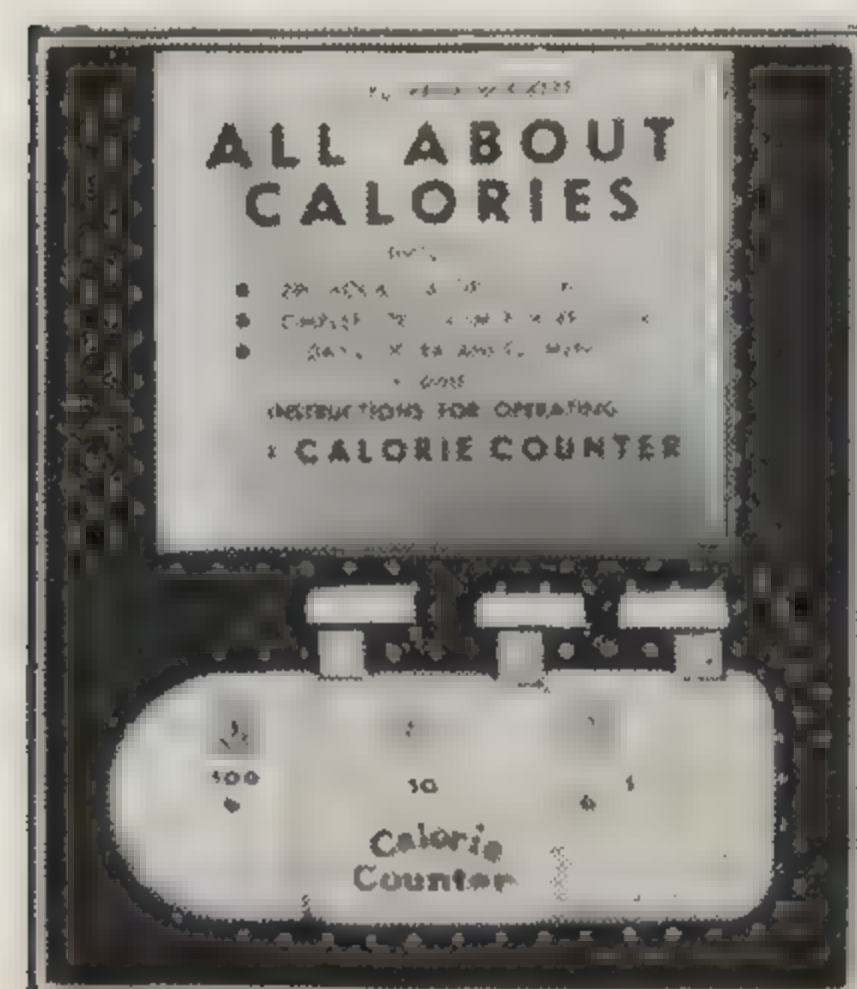
COUNT THOSE CALORIES ACCURATELY!



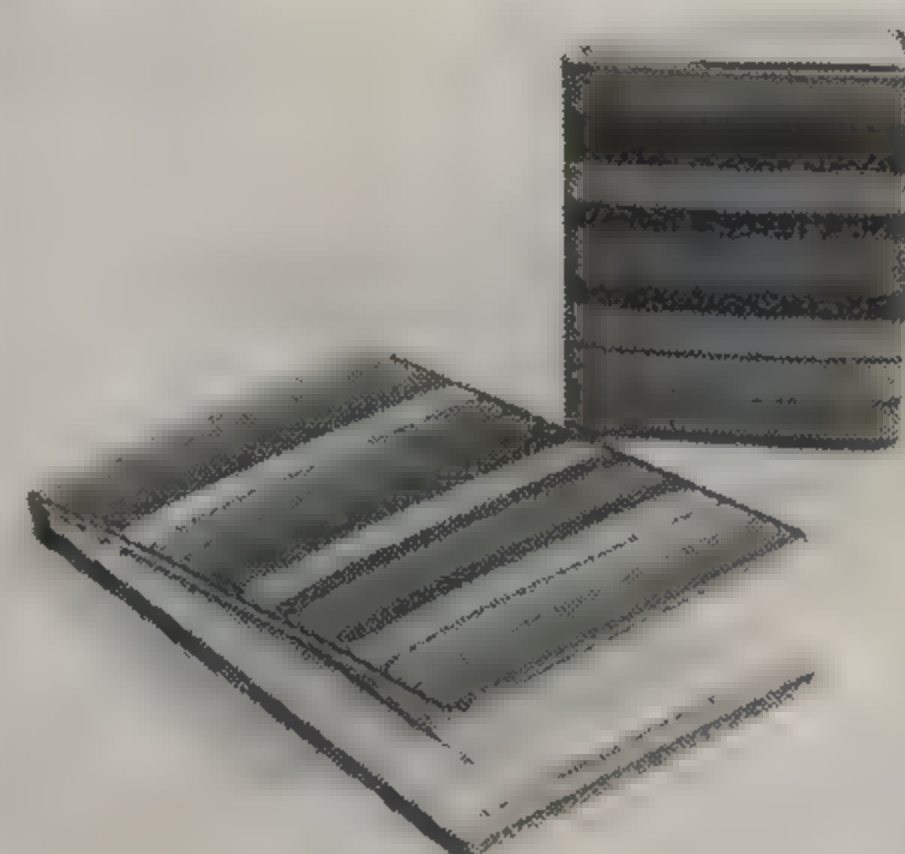
End guesswork! Temper your temptation! Let this accurate Calorie Counter give you that all-important total before you eat. This purse size, push-button adding device quickly totals up to 2000 calories. For easy adding, 80-page book lists calories in 2290 food portions. A helpful 21-day balanced menu and instructions for operating your Counter included. Order your Calorie Counter Kit now and start winning that battle of the bulge!

\$4.95 POSTPAID! SATISFACTION GUARANTEED!

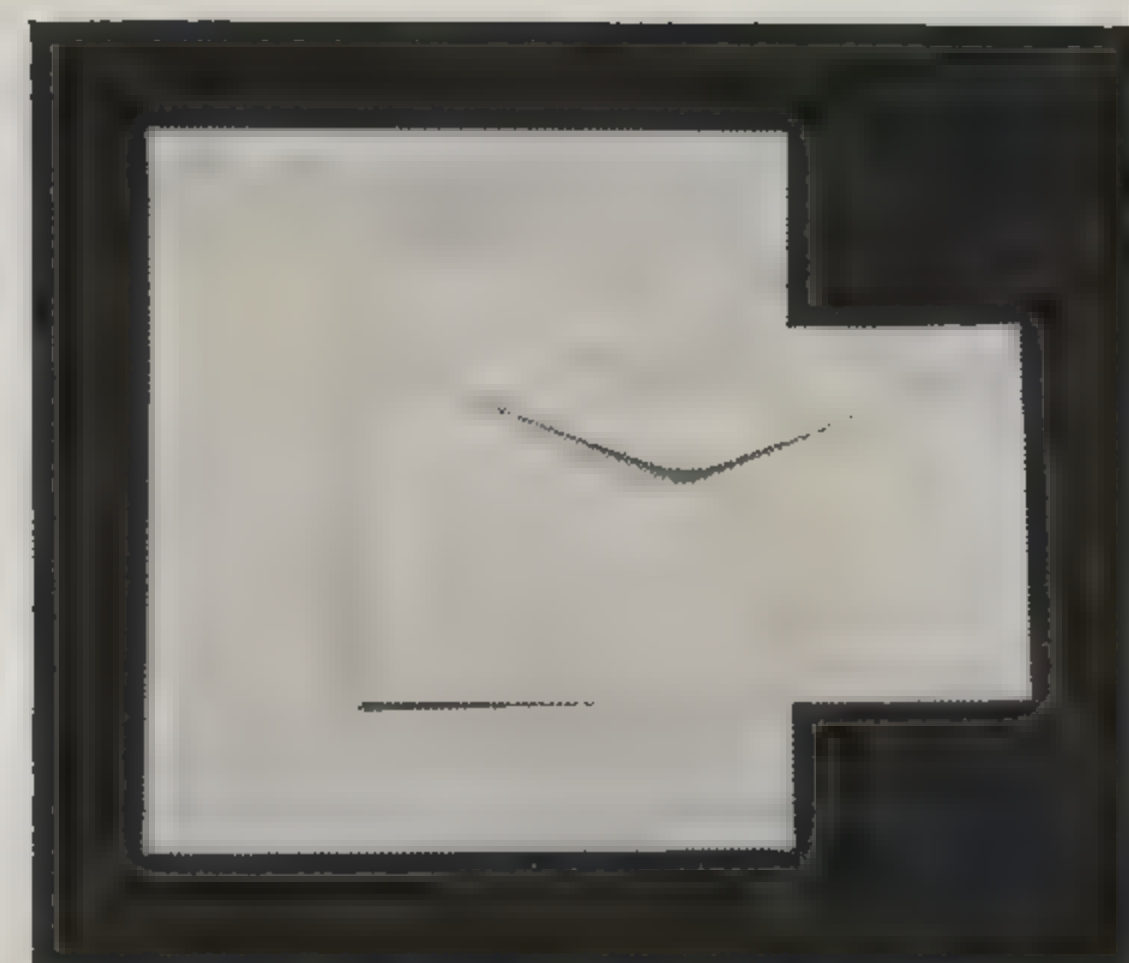
THE LIGHTHOUSE INC., Dept. V-2, PLYMOUTH, MASS.



SHOP



1. Desk brighteners



2. Printed note paper

MIEHLMANN



3. Donkey heads



4. British tie-in

To complete your make-up, there is Kopal, a liquid dental cosmetic that keeps teeth white all day and is completely impervious to eating, drinking, or smoking.

1/4 oz., \$3.30 inc. tax, ppd. Frostie Winters, Inc., Dept. VE. 313 East 53rd Street, New York 22.

Needle points: At Needlework Unlimited, any kind of needle point or English crewel will be copied, restored, repaired, or designed from scratch. Rosetta Larsen, 22 East 69th St., New York 21.

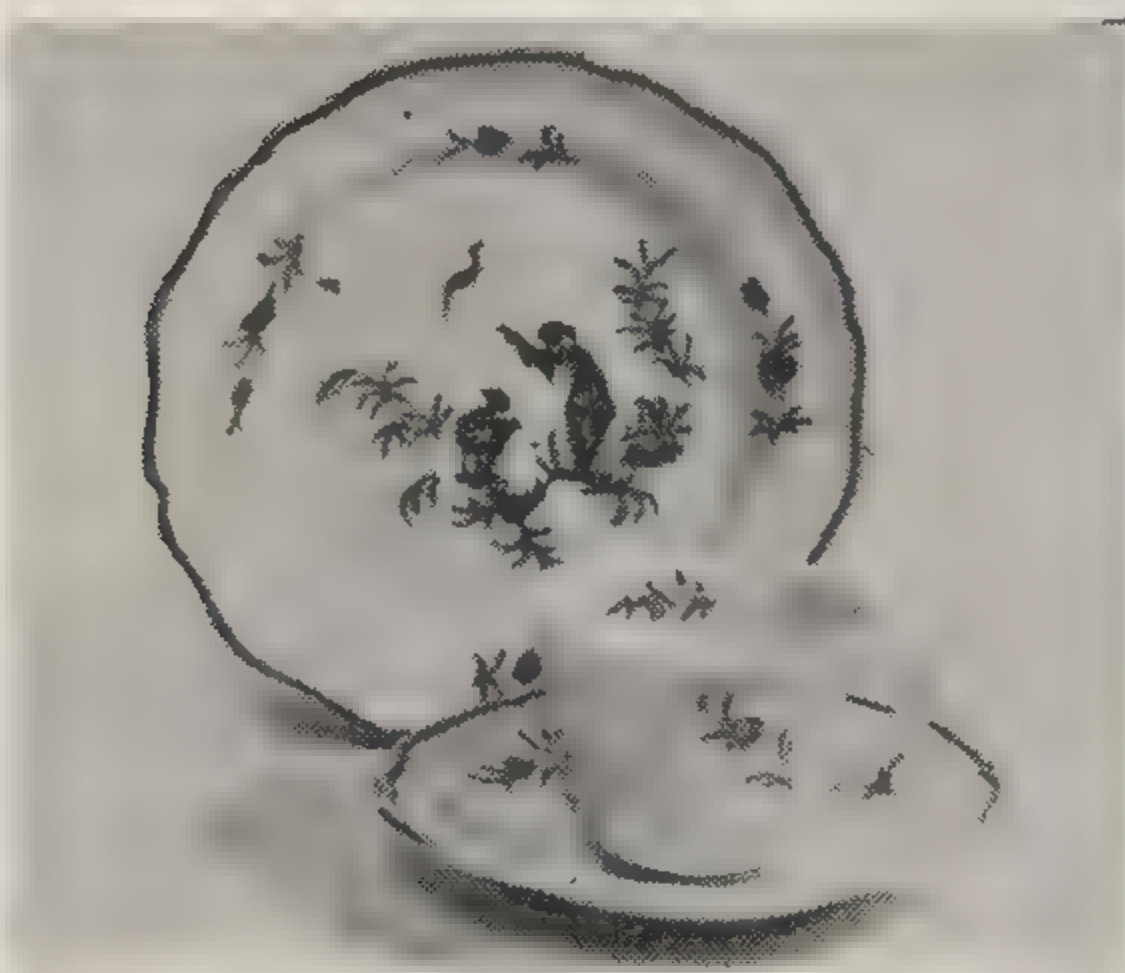
Spinning a yarn. Paternayan Brothers has imported wool and worsted yarns for rugs, tapestry, afghans, needle point, and sweaters. There is a choice of 250 colours, and the price is about \$.70 an ounce. For colour samples and address of nearest stores, write Paternayan Brothers, Inc., 312 East 95th St., New York 28.

HOUND

... summer signals



5. Charmed bracelet



6. Italian china



7. Frog closings



8. Pretty coif

1. Engaging desk brighteners, here, bound in gilt, with red and blue Roman stripes. Engagement pad, \$10.95; address book, \$5.95 ppd. Gillian, 550 Fifth Avenue, New York 36.
2. Printed note paper, with your name and address in blue on 100 sheets of white bond paper. With 50 printed envelopes, \$1. The American Stationery Co., Inc., 502 Park Ave., Peru, Indiana.
3. Donkey beads, made of deep turquoise lava, worn for good luck in Iran, for good looks here. Single strand, \$5.50; earrings, \$1.75 inc. tax, ppd. Stephanie's Imports, Dept. V6, 1966 Broadway, N. Y. 23.
4. Summer tie-in. Blue polka-dotted and foulard ties here. \$2.50 ppd. Wembley Ties Inc., at John W. Ryan English Shop, Pennsylvania Station, New York 1.
5. Charmed bracelet. A 14-k. gold four-leaf clover centred with a cultured pearl, might easily become attached to this 14-k. gold link bracelet. Charm, \$24; bracelet, \$30 (in silver, \$5). All, inc. tax, ppd. Charm and Treasure Inc., 509 Fifth Ave., N. Y. 17.
6. Italian china. Copies of 18th-century Moustiers come in green or rose on white. Dessert plate, \$1.75; cup and saucer, \$2.75. Plus postage. Henri Bendel, 10 West 57th St., New York 19.
7. Frog closings in all sizes and colours—a change for curtains, for bedspread corners, and as buttons for summer dresses. \$3 ppd. Mei Hua, 3900 Greystone Avenue, Riverdale 63, New York.
8. Two sides to the answer given by this pretty, wearable coif, which radiates from an off-centre part, is deeply waved on one side, close to the face on the other. John Andol, 603 Madison Avenue, New York 22.

PRICES PLUS POSTAGE, UNLESS OTHERWISE NOTED

Do you come alive to life's frothier moments? Love fluff-and-nonsense, revel in the cream of a jest? The most delightful things can have their ticklish side, however — as many a pretty skin will testify. For such sensitive complexions, **ar-ex** Foundation Lotion is the purest form of assurance. Its soft, mat coloring holds no trouble-making ingredient known to man. It can only do the most becoming things for you.

are
you
sensitive?

All **ar-ex** cosmetics are hypo-allergenic... as glamorous as they are safe.

ar-ex Foundation Lotion in 5 fashion shades \$1.25*
ar-ex Enriched Night Cream \$1.50*

JOSEPH HORNE CO.

PITTSBURGH

*PLUS FED. TAX



Silks

Aristocrat of Silks!
EXQUISITE IMPORTED
Damask Brocade

Beautifully distinctive fabric, in fabulous Oriental shades, every color. For enchanting day and evening dresses, blouses, pajamas. Woven in Hong Kong. 36" wide.

\$4.95 per yard

in these colors: Aqua, French Blue, Ming Gold, Mandarin red, navy, black, white and others.

We will be pleased to send you samples of these fabrics, upon receipt of 50c to cover postage and handling.

Gunn & Latchford, Inc.

Importers EST. 1921
323 Fifth Ave. (nr. 33rd) N. Y. 16, N. Y.



THE **Buff-aloha "TAHITI"**

Made entirely by hand of natural color Water Buffalo leather imported from India... with leather covered cork wedge, hand-shaped to fit the arch. Brochure available.

Men's Sizes..... 6-13 \$8.20 Ppd.

Women's Version.. 3-11 \$7.65 Ppd.

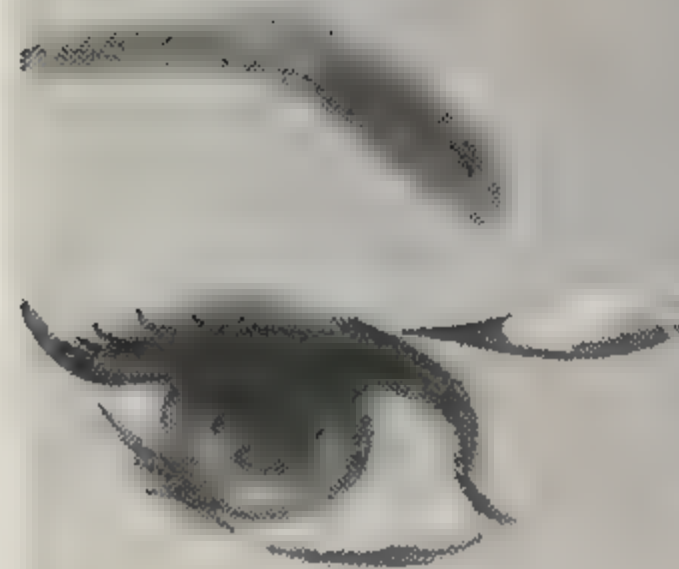
MONEY BACK GUARANTEE

Bloom's 311 Sixth Ave., Dept. V-69
New York 14, N. Y.

"Down in the Village" over 60 years.

another DIEDRÉ exclusive creation

when to draw a fine line of color
with **DIEDRÉ'S** wonderful new
Liqua-Liner



Any time is the right time to accent your eyes to match your mood and costume. Diedré makes it so easy to apply an enchanting line of color on your eyelids before you apply your eye shadow. The liquid eye-liner goes on with its own soft brush, dries instantly and remains glamorous all day or all night long.



\$3.85 including taxes and postage.

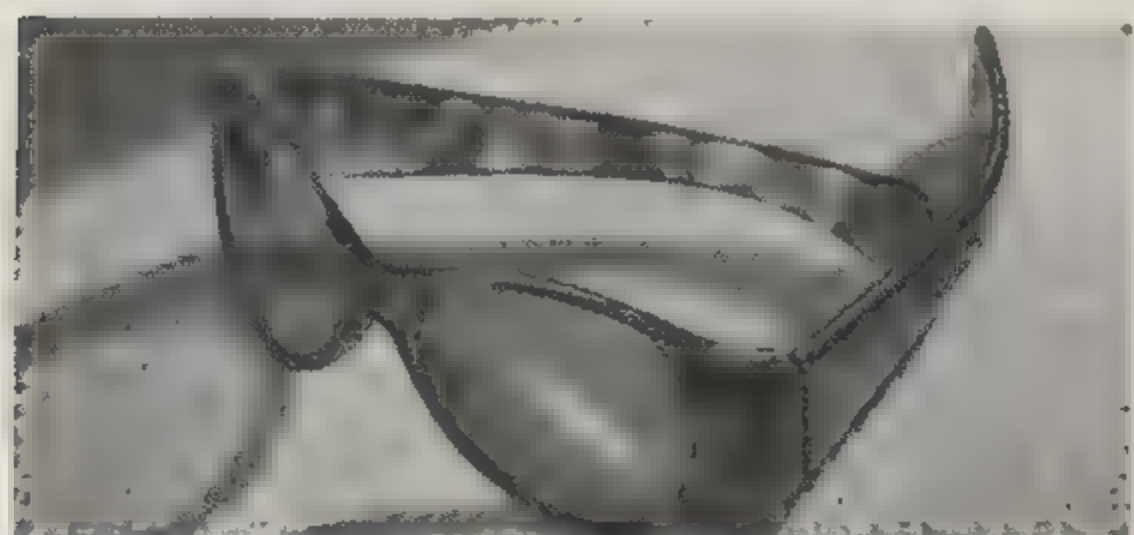
Ebony, Turquoise, Apple Green, Dark Brown, Light Brown, Pearl Blue, Aqua, Platinum Mauve, Iris, Grey.

CUSTOM COSMETICS BY

diedré

Dept. V6, 510 Madison Avenue, New York 22, New York

"There are no homely women, only lazy ones!"



OUR NEW BIKINI Streamlined Protection

From FRANCE • Exclusive with Us.

For HIM

For HER

Handsome wrap-around French Sun Glasses—gives coverage where you need it. Wide side temples—shut out annoying wind, dust & glare. Made of finest tortoise plastique—Continental and definitely CHIC. Calobar Green lenses.

Complete with leather case \$15.00
Money back, of course—no COD's please.
Ground to prescription, if desired, or copied from your lenses.

**The Finest Collection of Frames
Both Foreign and Domestic**

Internationally known for
smart and unusual eye wear.

Come in or just write

BELZ Opticians

15 East 40th St.

New York V16



Mme. Piry Fred, make-up, color and coiffure artist, well known to society, stage and TV personalities, is now accepting a limited number of new clients. If you

have little time,
travel extensively,
live out of town,

her method creates lasting blonde, frosted & sunshine tones with only 4 to 6 salon visits a year. You will learn to set and adapt your hair style.

(formerly Paris, H. Rubinstein, Marcel)

36 Central Park South, N. Y. PL 3-7789

Bean's Ladies' No-Sole Moccasin

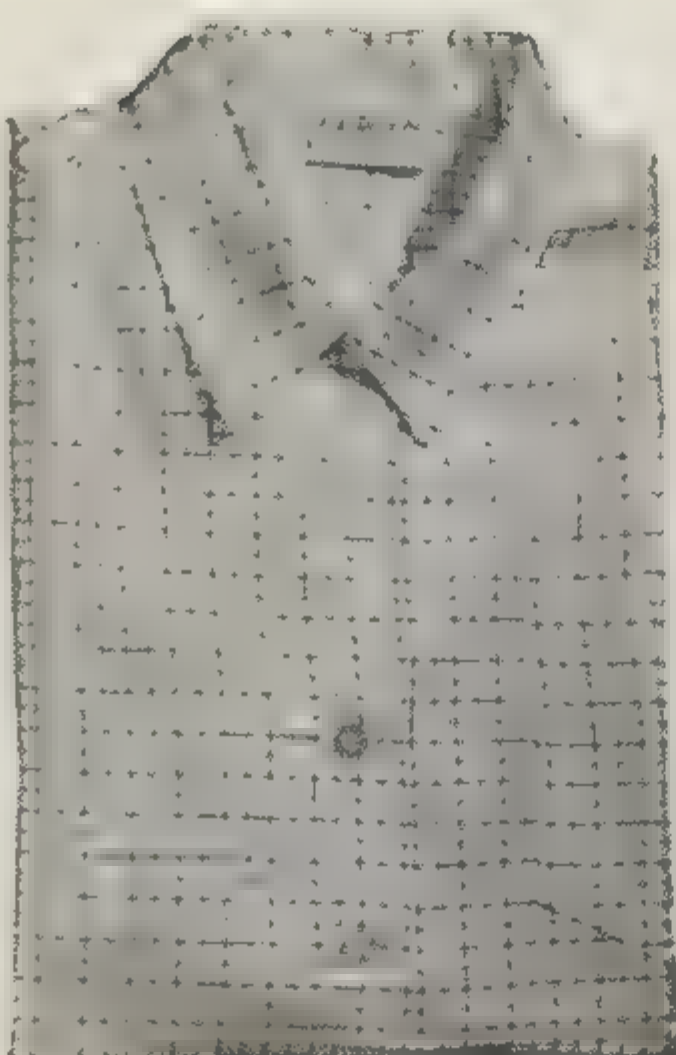


Soft sole leather moccasin for camping, boating, sport wear and all-around comfort. Color: Dark Brown. Sizes: 3 to 9, whole and half sizes. Price: \$5.75 postpaid.

Ladies' Cotton Flannel Shirt

New, high grade cotton flannel shirt. Washable, colorfast—with button front, convertible sport collar, one breast pocket, long sleeves with single button cuffs, and square bottom. Three patterns to choose from: Brown and Tan check; Pale Blue and Navy Blue check; Red and Black check. Sizes 30, 32, 34, 36, 38, 40.

Send for Bean's **Order now**—state color and size desired. Price: \$4.95 postpaid.
Free Catalog



L. L. Bean, Inc., 100 Main St., Freeport, Maine

Mfrs. Fishing and Camping Specialties

SHOP



1. Crown for summer hair



2. Tip-off for ears



3. Knotted kidskin straps

1. *Crown for summer hair*: a swatch of hair worn as a coronet in front, knotted into a tiny chignon at back. \$10.95 (\$3.25 extra for light blond, auburn, mixed grey). Send sample of desired hair colour to Fashion Hair Products, 175 5th Ave., N. Y. 10.
2. *Tip-off for anyone's ears*. These cultured-pearl earrings, set in 14-k. white gold, sparked by diamonds, are available with clips, screw-backs, or for pierced ears. Small, \$29; larger, with diamonds, \$66 inc. tax, ppd. Merrin Jewelry, 530 Madison Ave., N. Y. 22.
3. *Knotted kidskin straps* make these Bernardo thong sandals easy to slip on and off. In white, black, or red. Sizes 5 to 9; medium. \$11.35 ppd. Rich's Shoes, 1001 F St. N.W., Washington 4, D. C.
4. *New twist on the pin that goes nearly anywhere*: these, in 18-k. gold basket-weave. Plain, \$195; with sapphires and diamonds, \$405, inc. tax, ppd. Van Cleef & Arpels Boutique, 746 5th Ave., N. Y. 22.
5. *The last word on dressing a child of first-word age*: this dress in pleated yellow Pima cotton broadcloth with an embroidered white linen yoke. Sizes 1 to 4. \$17.95. Jean Gale, 535 Madison Ave., New York 22.
6. *Calorie count down*. A purse-sized, beige plastic adding machine for subtracting pounds. With it comes an 80-page book listing the calorie count of 2,290 edibles. \$4.95 ppd. The Lighthouse Inc., Dept. 68, Plymouth, Mass.
7. *Light on your feet*—shed by this bright idea: moccasins with Ripple soles, elasticized vamps. The shoes come in russet or red Morocco, black or grey buck, black brogandi, or white nova calfskin. Sizes 5½ to 10, AAA to C. \$17.50. Hack Shoe Co., 506 Mutual Building, Detroit, Michigan.
8. *Off the top of your head*, this wig can be easily restyled by your hairdresser or yourself because it's made of lightly permanented nylon, Saran, and Dynel. In a choice of 20 colours with elasticized foundation. With wig stand, \$25 ppd. Send hair sample to Shirley Fashion Wig Co., Dept. 30FW, Box 198, New York 11.

PRICES PLUS POSTAGE, UNLESS OTHERWISE NOTED

HOUND

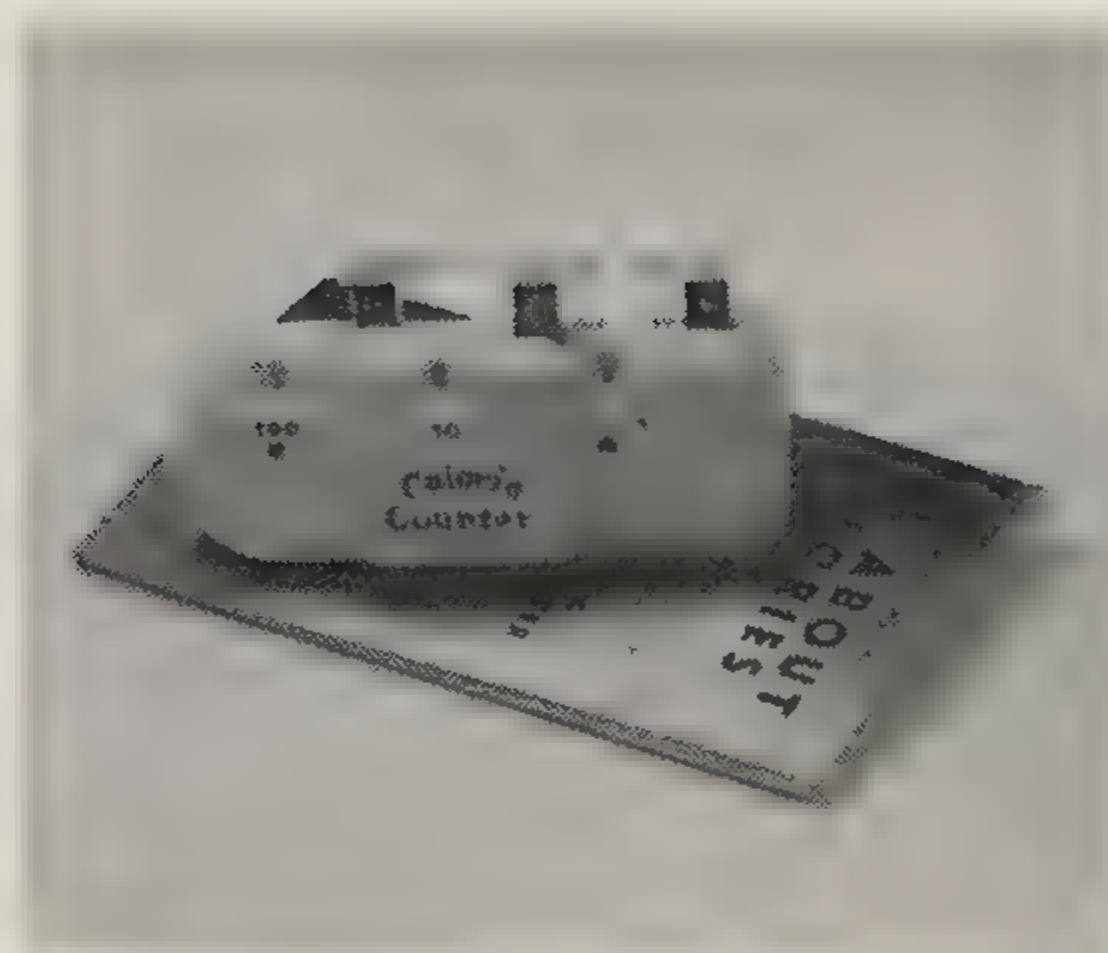
... summer signals



4. New twist



5. First-word dress



6. Calorie count-down



7. Light on your feet

MEIHLMANN



8. Off the top of your head

A Gift A Golfer Will Never Forget



A—Only \$7.50 ppd., including push-button scoring.
B—Deluxe Model, includes push-button scoring and push-button resetting, \$12.50 ppd.

Send check or M.O. Satisfaction guaranteed.



A "Fabian Has Done It Again!" In one easy, quick motion, scoring becomes a breeze with the new revolutionary imported automatic golf scorer. The mechanical genius of Switzerland has produced a precision automatic scorer that will revolutionize the game of golf. So accurate and effortless, it's unbelievable. Worn conveniently on wrist or belt. The scorer takes away the drudgery of pencil and paper. So unusual and outstanding an invention will be the talk of the green. Order yours today. Supply limited.

FABIAN OF 5th AVENUE
246 Fifth Avenue, New York 1, N. Y.

another Diedré exclusive creation

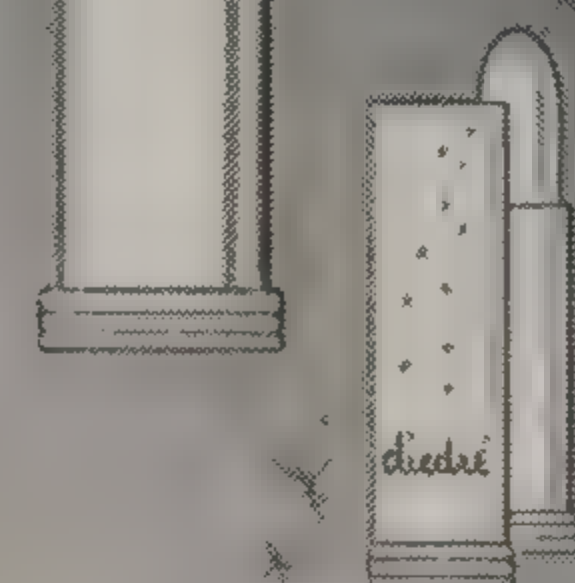
for inviting lips
with golden highlights...

"Golden Touch"

A new pearlized gold lipstick to wear over your own lipstick for a satiny finish, sparkling as diamonds, lustrous as pearls. Refresh your tired old lipsticks with an undercoat of "Golden Touch". When you see the frosty freshness Diedré's "Golden Touch" gives your lips, you'll wonder why you never wore "Golden Touch" before. It's wonderful!

Wear "Golden Touch" with coral, orange, and red shades.
\$3.85 including taxes and postage.

Try white "Diamonds and Pearls" with pink, blue, and red shades.
\$2.75 including taxes and postage.

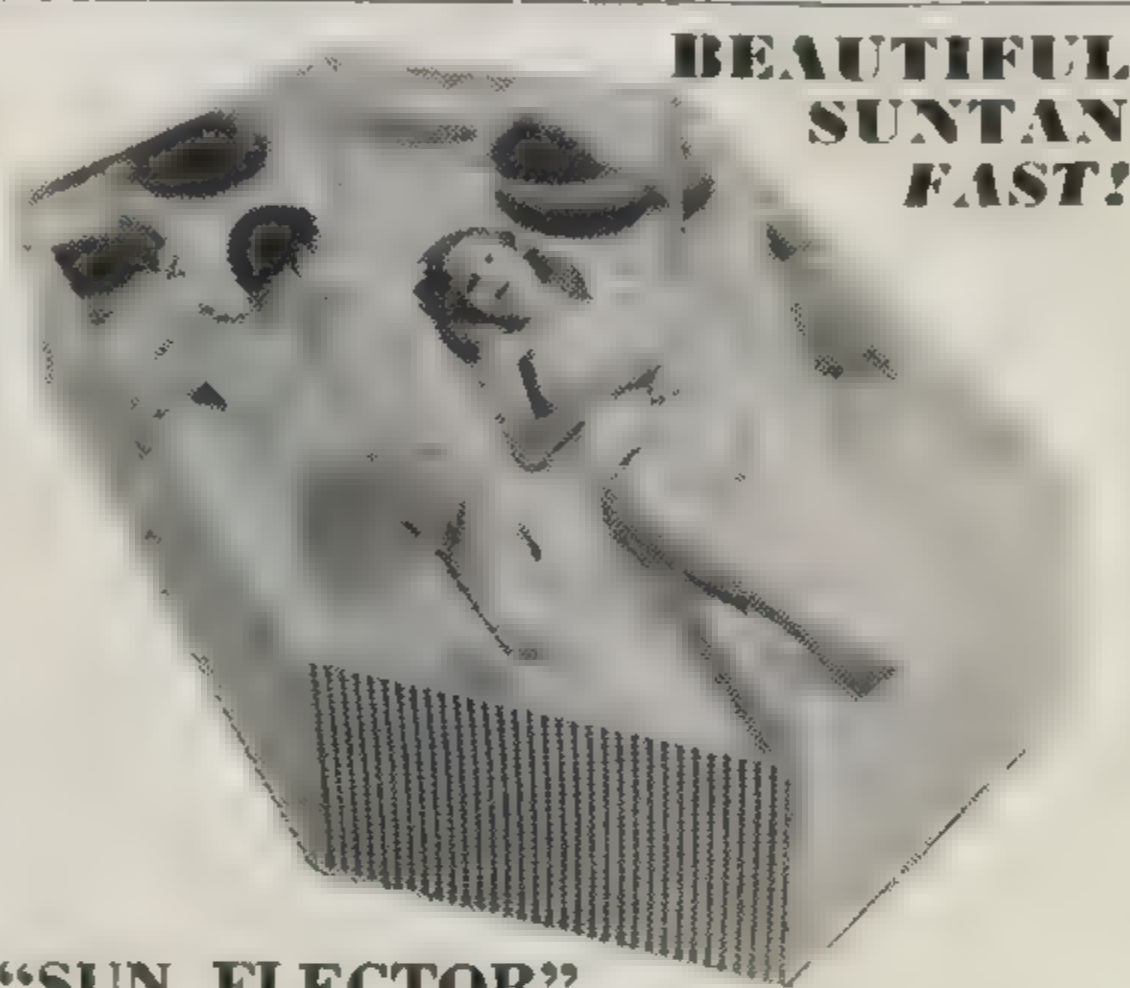


CUSTOM COSMETICS BY

diedré

Dept. V6, 510 Madison Avenue, New York 22, New York

"There are no homely women, only lazy ones!"



"SUN FLECTOR" TANS YOU EVENLY, RADIANTLY... in half the time

This divine new invention is scientifically designed to "capture" the sun and tan you all over—quickly gloriously, thoroughly. Its gleaming, metallized sides intensify the sun's rays and induce a healthful, beautiful tan even on overcast days. Wherever you are—on terrace, rooftop, backyard, or beach—SUN FLECTOR will give you a radiant tan and keep it glowing all summer long. Also effective used indoors with sun lamp. Folds for easy toting; outside is gaily striped. Order now for the quickest, the easiest and the best suntan you ever had!

KINGSIZE SUN FLECTOR (for 2 adults) 7½"x5"x18" high \$7.98 ppd.

REGULAR SUN FLECTOR (for 1 adult) 5"x2½"x18" high \$4.98 ppd.

Hobi

Send check or money order. Satisfaction guaranteed. Immediate delivery.

DEPT. V69, FLUSHING 52, NEW YORK



My dear—I've never been more pleased with myself. An exciting new coif & foundation specially designed for me. I'm ready for a summer of fun with no more worries about my hair appearance. B.E.K.

Open weekdays until 8.

Thursday until 9, Saturday until 6.

V. George

OF FIFTH AVENUE

501 Fifth Avenue, N.Y.C. Suite 903

Tel: MU 7-9097

a younger face
a lovelier figure
in 10 days!



MANYA KAHN... recognized authority on HEALTH and BEAUTY for over 25 years, now offers a 10 DAY "Wonder Course" designed to streamline and rejuvenate face and figure scientifically... effortlessly.

In this amazingly short time, you can, regardless of age or figure problem, lose unwanted pounds and inches... acquire good posture... shed tension and fatigue.

You emerge years younger, glowing with youthful vitality, grace and loveliness.

Manya Kahn

12 East 68th St., N. Y.

A trial treatment is only \$5.00.

Call BU 8-0813



Huge new sunglasses by Lugene—*enormously flattering!* In black, brown, smoke, light shell or dark shell frames, with optically ground and polished precision green lenses. Comes in a handsome soft leather case \$15* postpaid. Order by mail, phone or cable.

*Prescription lenses extra

LUGENE
GUILD OPTICIANS

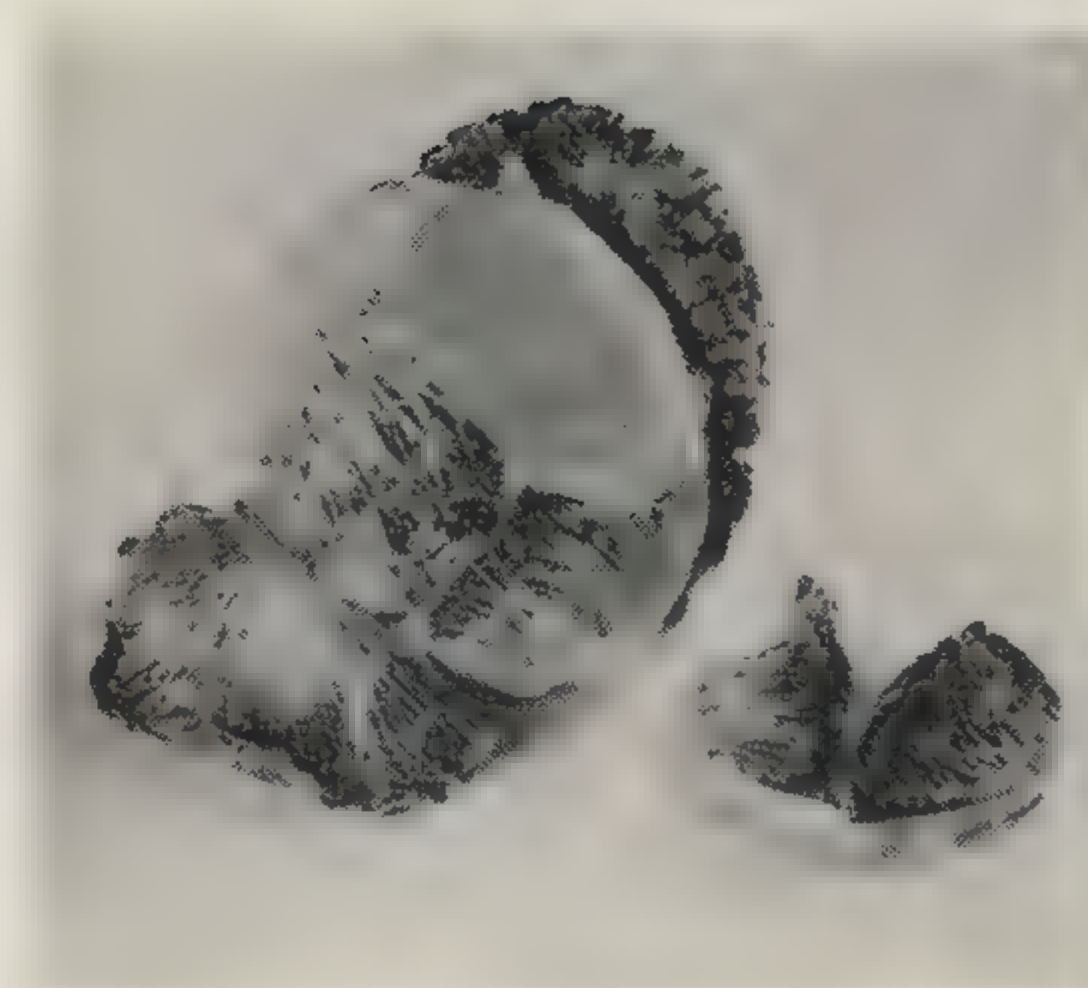
604 Madison Avenue at 58th St., New York • PLaza 3-6000
1058 Madison Avenue at 80th St., New York • BU 8-5486



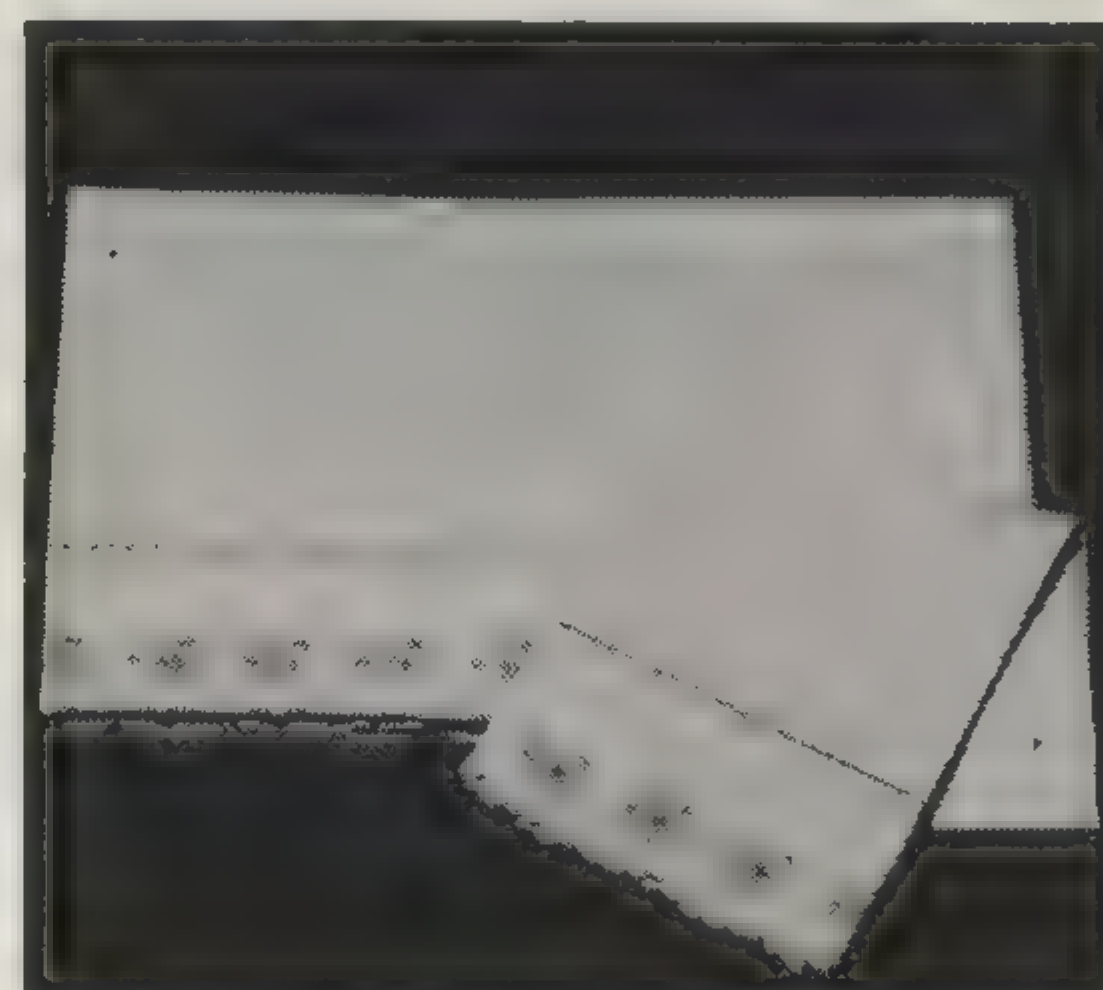
SHOP



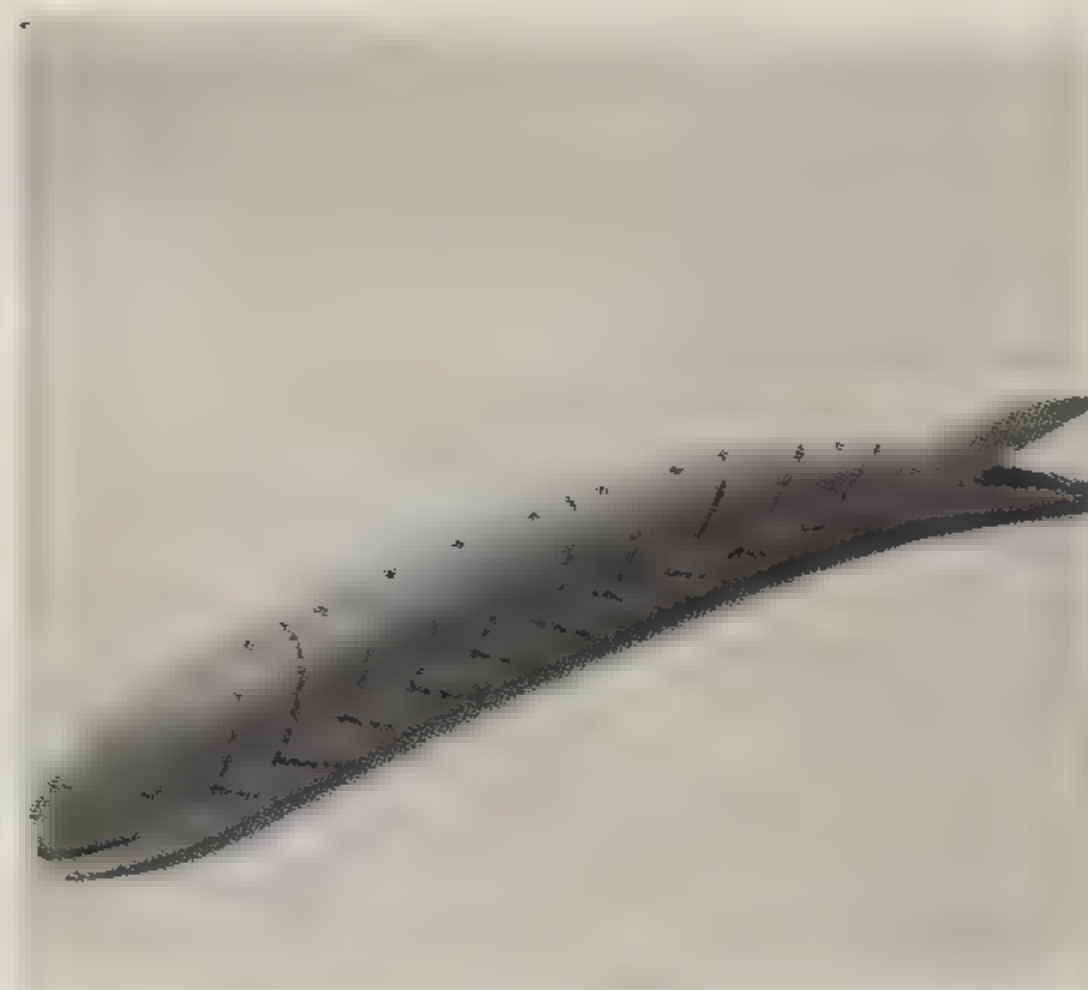
1. Tang horse



2. King of cabbages



3. Swiss scallops



4. Teakwood fish

HEAVENLY COMFORT
BLEUMETTE
BRA



- no shoulder straps
- no back straps
- no wires, no bones

Pat. No. 2,728,079

The ultimate in bosom loveliness. Lifts and holds to youthful high lines with natural grace and comfort. Just made for glamorous Special Occasions by top New York bra designer. Only adjustable half-way bra ever created. Velvety soft, pliable, sturdy material. Flesh color.

Send check or Money Order. Satisfaction Guaranteed.

Sizes A, B or C
2 Pairs only \$2.98 Postpaid
with Primer to restore adhesive edge of bra

made exclusively by
BLEUETTE, INC.
509 5th Ave., Dept. A107
New York 17, N. Y.



Sweaters from Ireland

DIRECT FROM Shannon Free Airport

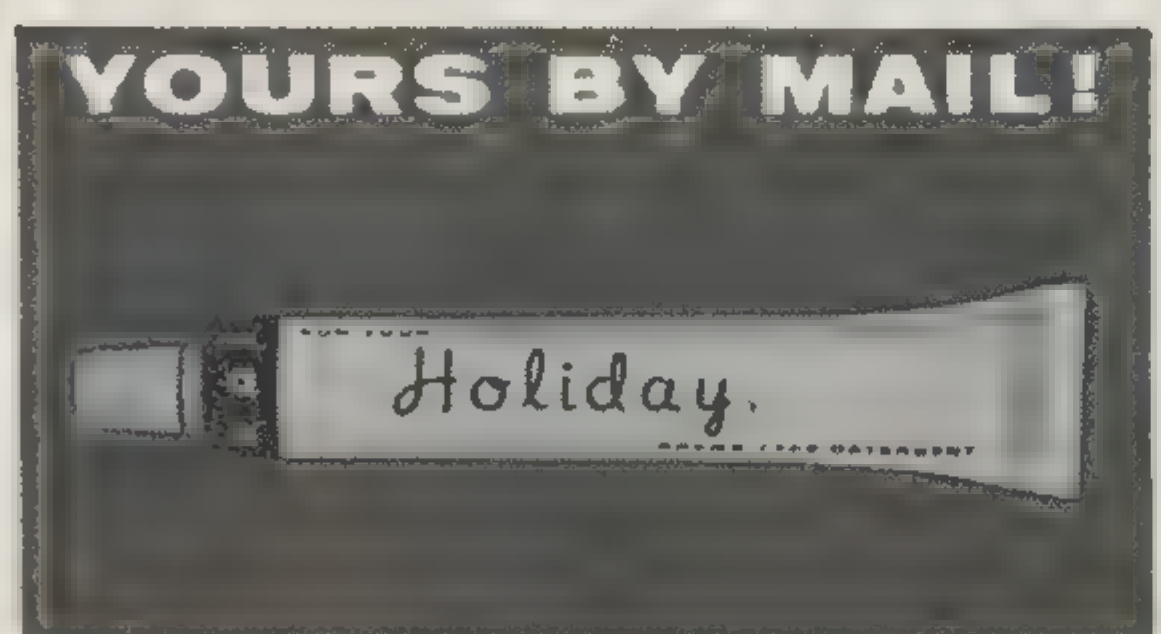
Unique sweaters styled for distinction, hand-knit with rare skill in ancient traditional stitches now preserved only in the minds and fingers of the knitters. A label signed by the knitter comes with each garment.

For her: The sweater of her dreams, hand-knitted in pure wool, cable-stitched, cozy and comfortable as all outdoors. In polo or shawl neck styles—cloverleaf, sapphire, white and medium-yellow. Sizes: 34", 36", 38", 40". Send only \$13.75. U.S. duty: \$2.50

For him: Rugged, warm, but with distinctive elegance, this hand-knit sweater in pure un-scoured wool is the buy of a lifetime—to last a lifetime. In polo or shawl neck styles—white, blue or amber. Sizes: 38", 40", 42", 44", 46". Send only \$15.50. U.S. duty: \$2.60

Ask also for Mail Order catalogue of other outstanding values and for details of the Free Holiday in Europe offer.

Department VS, Mail Order Stores **Shannon FREE AIRPORT IRELAND**



Travel Clean with

"Holiday", the only creme-type detergent in a tube—designed for travelers everywhere. Light weight, fits anywhere (as easy to carry as toothpaste). Eliminate bulky containers, "messy" liquids, "spilly" powders. Travels light, more than 35 applications in one tube.

\$1.00

POSTPAID IN U.S.A. NO C.O.D.

Pa. Res. add 3 1/2 % tax

Travel clean the modern way with your tube of "Holiday"

Order today from: Helene Products, Box 5, Jenkintown, Penna. money back if not delighted!



Dial for "rare, medium or well!"

Light goes on when done. Easy to use... easy to clean. Guaranteed 1 year. Order now... money back if not satisfied. No stamps please!

R & F SALES CO., Box 8861
Dept. V-6, Prairie Village, Kansas

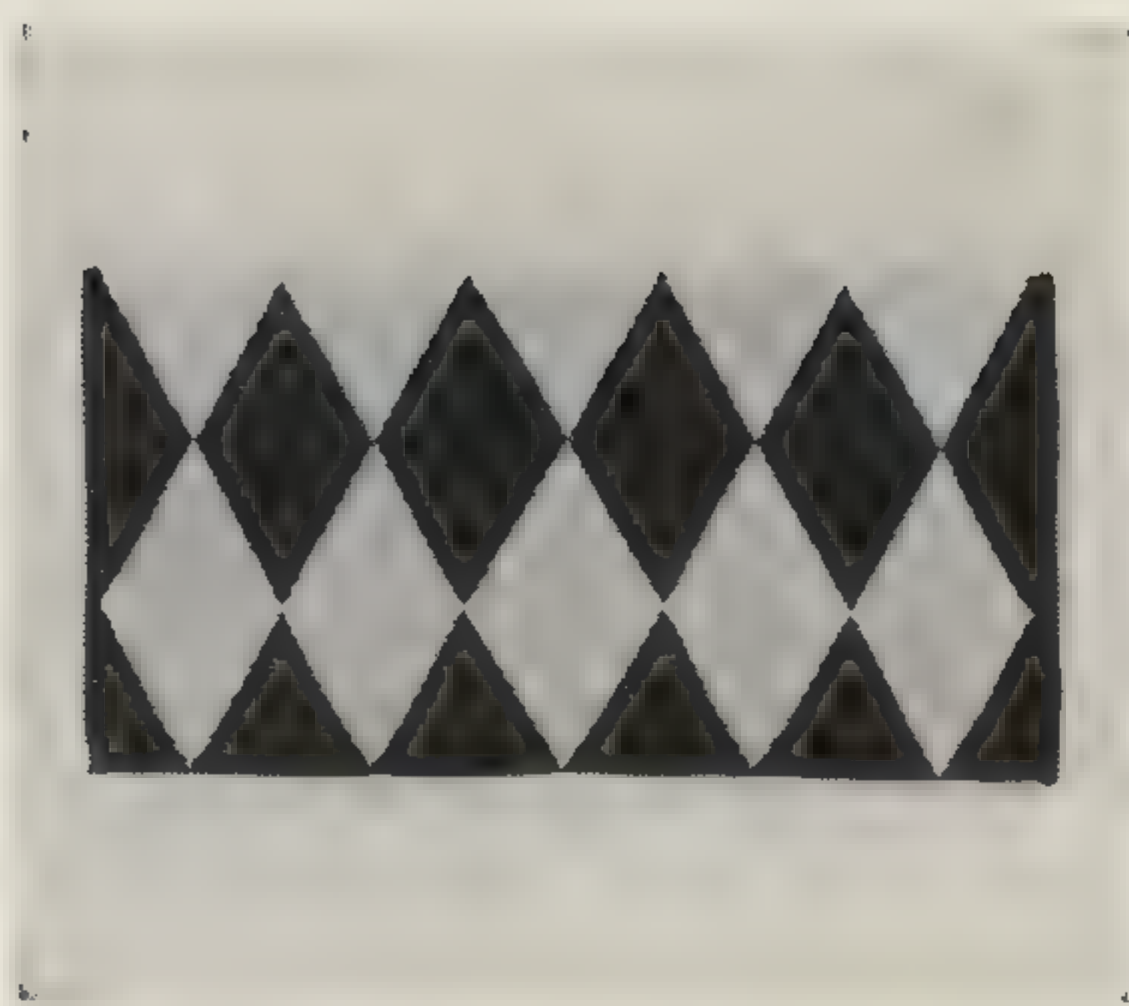
Now You Can Cook Steaks Exactly To Your Liking...

Time...After Time... After Time!

STEAK-TEST'R Only \$4.95 PPD.

HOUND

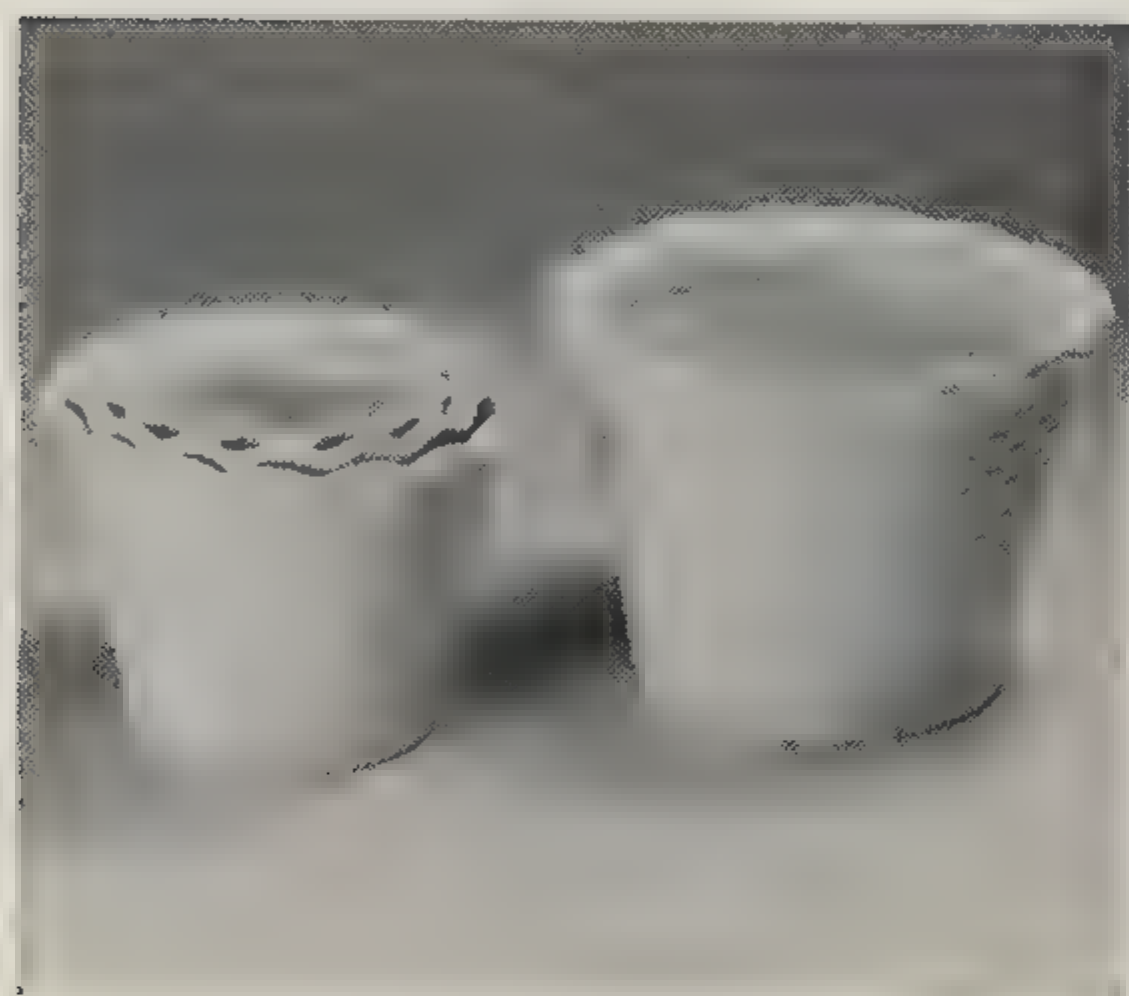
... summer signals



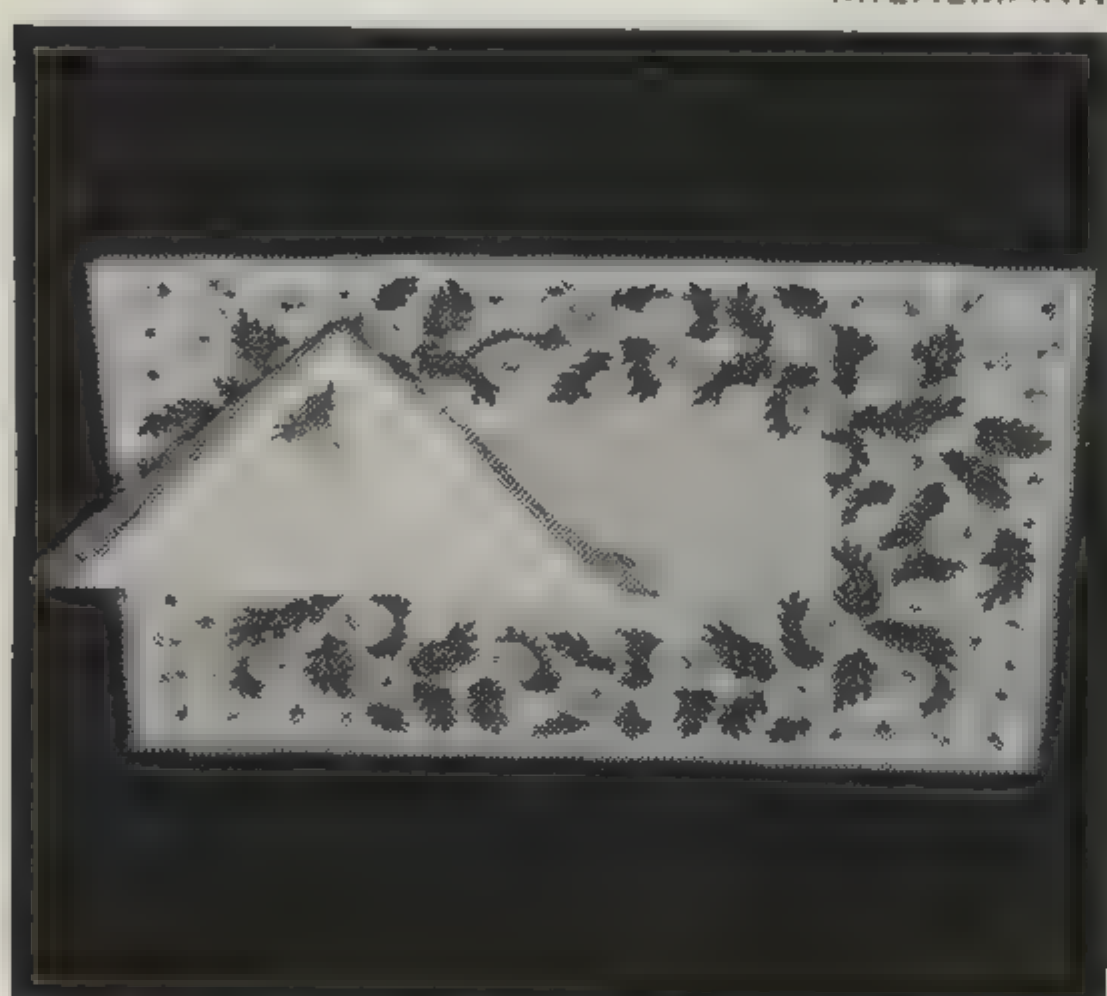
5. Mexican rugs



6. Hot asparagus plate



7. Japanese flowerpots



8. Flowers on the table

5. *Scattering of diamonds.* Wool scatter rugs, hand-woven in Mexico, can be ordered in any colour combination. 24" x 50". \$17.50 each. Chequer's, 816 Third Avenue, New York 22.

6. *Some like them hot,* and this hot-water-holding serving plate will keep asparagus that way. With it, there are four plates and a butter pitcher. All, in white porcelain with painted spears of asparagus. \$46 ppd. Bergdorf Goodman, 754 Fifth Avenue, New York 22.

7. *Japanese flowerpots* of white basket-weave pottery with scalloped edges. Four flowerpots in graded sizes, \$5.95 ppd. Kenner, 644 Lexington Avenue, New York 22.

8. *Flowers on the table.* Here, hand-made cotton batiste napkins and place mats, with wide flowered borders. In white with pink or yellow borders. \$27 ppd. for six of each. Emilia Bellini, 411 Park Avenue, New York 22.

PRICES PLUS POSTAGE, UNLESS OTHERWISE NOTED



YOU CAN LOOK BEAUTIFUL Day & Night—with

SLUMBERCAP—protects your expensive hair-do thru the night; hides pin curls, adjusts to any head size with satin ribbon and stays put! Nylon. Pink or Aqua. Cellophane enveloped. **\$1.95**

COSMETICAP—Saves your precious cashmeres, protects your hair-do, make up and clothes while you're dressing. 10" front zipper, zips on and off quickly. Recommended and used by leading couturiers, designers and stores throughout the country. 'Nude' Nylon marquisette. Cellophane Enveloped. **\$2.95**

The one and only fashion-designed Cosmeticap, Reg-Pat #144221.

Send check or money order today to:

COSMETICAP Co. Chrysler Bldg., Dept. V-6, New York 17, N.Y.

Breezeway

Coiffure of Beauty and
Comfort for Summer

Conniving casual... contrived to look beautiful under the sun or stars! Berthold artistry in cut and set! And, Berthold suggests HarperCORONET instant hair reconditioning to retain Breezeway's beauty even longer.

by Berthold—Genius of the Shears

Phone Judson 6-0004-5 for an appointment

Berthold

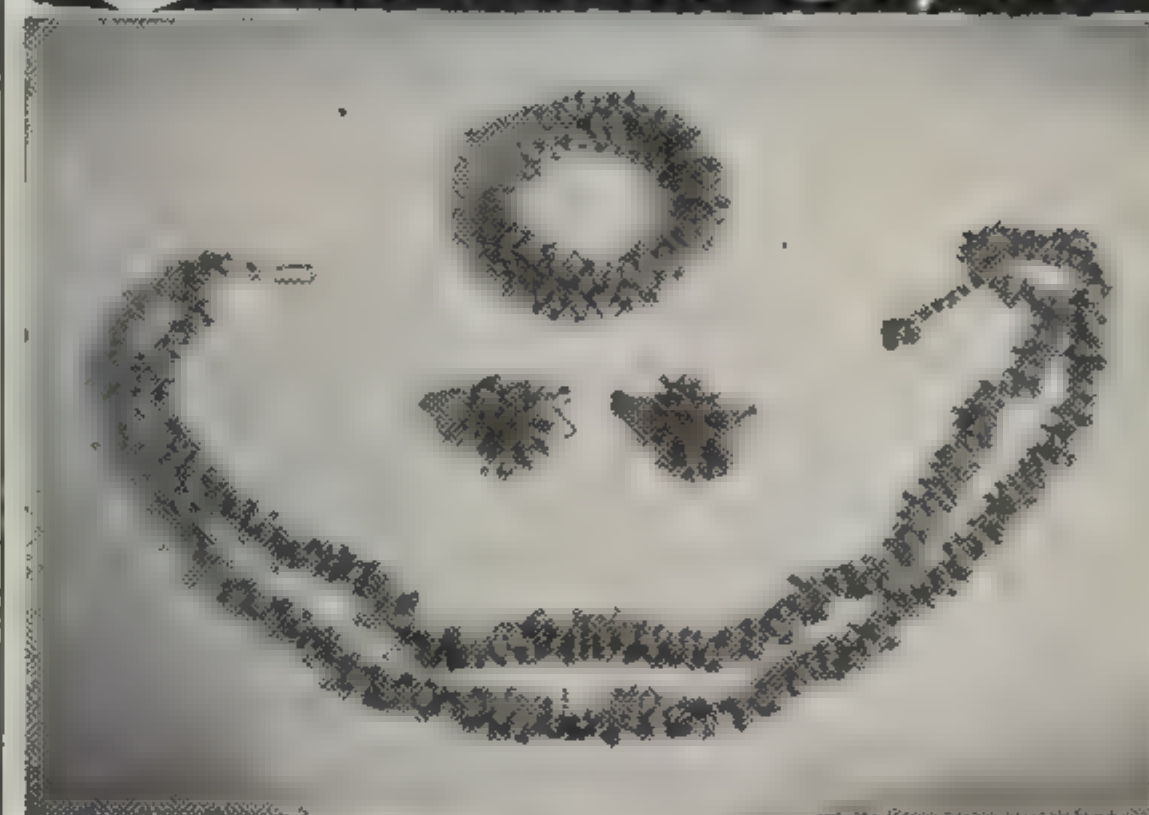
COIFFEUR

A HARPER
METHOD SALON

61 WEST 55th STREET, NEW YORK 19, N. Y.



Coral from Capri



LUXURIOUS CORAL from the Mediterranean—prized for its rich natural coral color and quality in a variety of fascinating styles:

15"-17" twin strand choker (shown above).....\$5.50
15"-17" single strand choker.....\$2.75
54" single strand rope necklace.....\$8.25
3 strand bib necklace.....\$8.25
4 strand coil 'bracelet 1 1/4" wide.....\$4.40
Earrings—button or drop, screw-type or pierced.....\$2.75

Also, just received from the South Pacific, rare white coral tinged with delicate pink 15"-17 1/2" single strand necklace.....\$8.25
Matching button earrings, screw-type or clips.....\$4.40
Prices incl. tax and postage. Add 25¢ for Air Delivery. Money Back Guarantee.

ALPINE IMPORTS Dept. V, 220 Fifth Ave. New York 1, N. Y.

for younger-looking skin

HORMONEX

Beauty Serum

OFFERS
10-DAY
SAMPLE

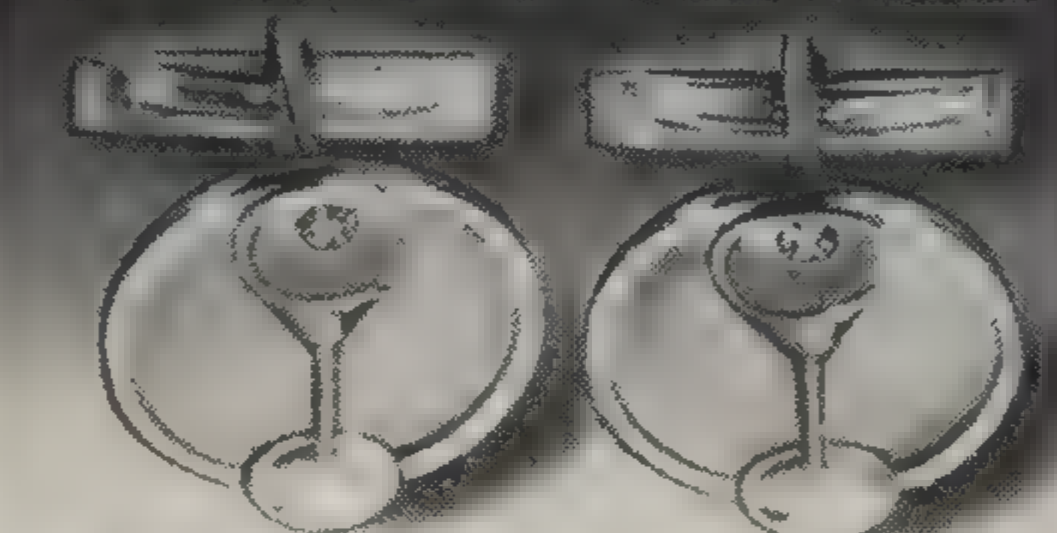


HORMONEX gets wrinkle-smoothing female hormones beneath the surface of the skin where they work most effectively, because the base is pure Sesame Oil, for best penetration. Hormonex is the product of a trustworthy 38-year-old laboratory, willing to stake its reputation on the change you will see in your own mirror. NOW a special 10-DAY SAMPLE will be sent to you postage paid, without obligation, so that you can see the astonishing results it brings. To get your 10-DAY TRIAL SAMPLE write to the address below. Please send 25¢ in coin or stamps to cover packing and handling charges.

MITCHUM CO. • Dept. 8-HS, Paris, Tenn.

merrin

530 MADISON AVENUE (COR. 54th)
NEW YORK 22, N.Y. PLAZA 3-8668

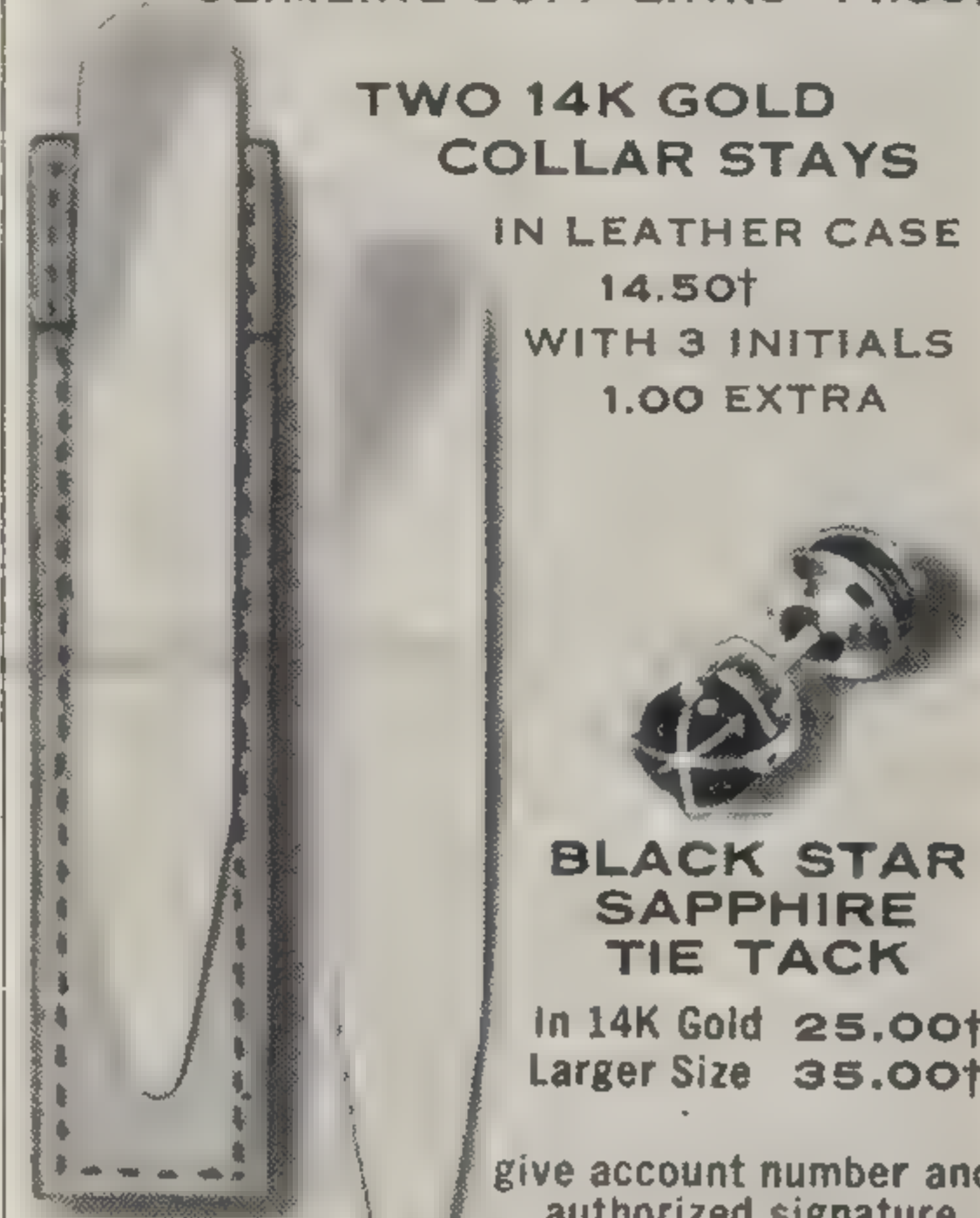


14K GOLD
COCKTAIL JEWELRY
CUFF TIE TACK
LINKS TO MATCH
Manhattan With Ruby 'Cherry' 66.00† 15.00†
Martini With Emerald 'Olive' 66.00† 15.00†
Gibson With Diamond 'Onion' 77.00† 20.00†

ALL JEWELS GENUINE



14K GOLD
CONTINENTAL SET
SLIMLINE TIE BAR 11.00†
SLIMLINE CUFF LINKS 14.00†



TWO 14K GOLD
COLLAR STAYS
IN LEATHER CASE 14.50†
WITH 3 INITIALS 1.00 EXTRA

BLACK STAR SAPPHIRE TIE TACK

In 14K Gold 25.00†
Larger Size 35.00†

give account number and
authorized signature
if *Diners' CLUB CHARGE*

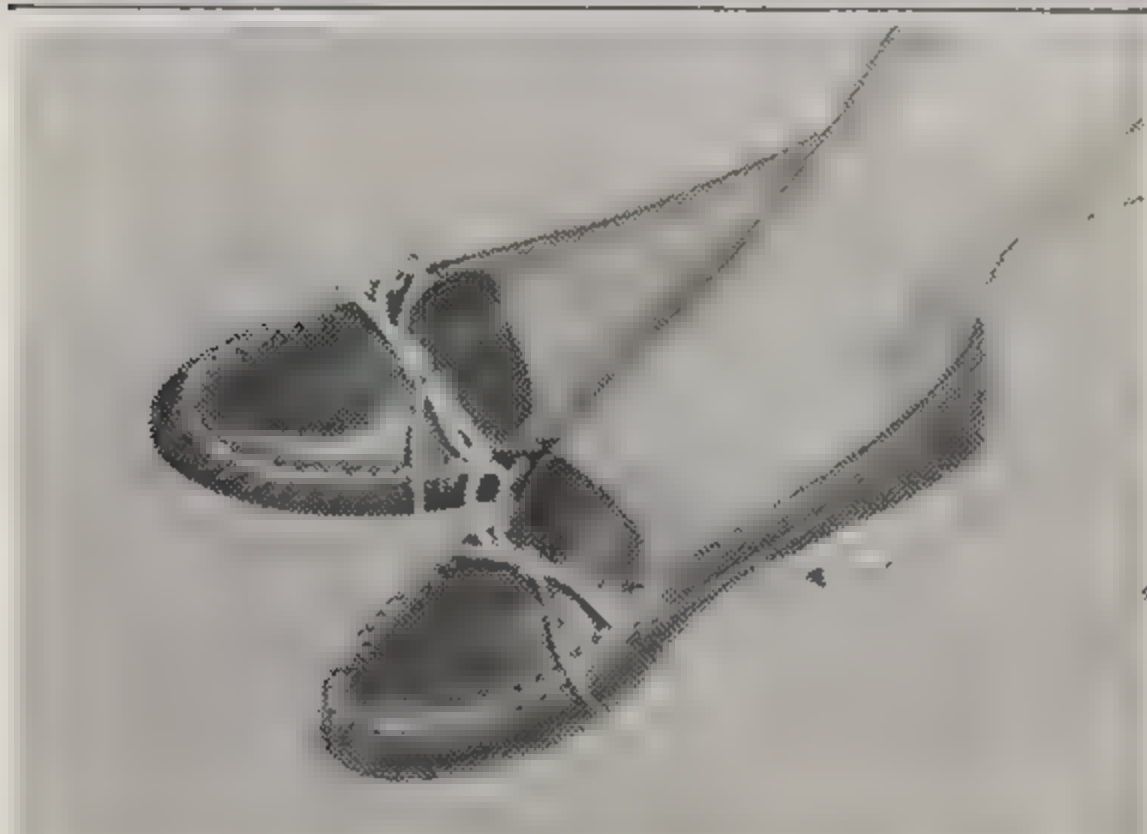
†TAX INCLUDED • ACTUAL SIZE
MONEY BACK GUARANTEE
MAIL ORDERS FILLED • POSTAGE PREPAID
WRITE DEPT. V-6

GUBELIN
OF SWITZERLAND
World's Leading Watch Fashion Creator




Fashion Dictates!
A dazzling bracelet watch to flatter her fine taste for beauty! 18 kt. yellow gold. Cover with 9 brilliant cut diamonds hides a GUBELIN precision movement. \$1,210 F.T.

GUBELIN BROS., INC.
Information Center
673 FIFTH AVENUE, NEW YORK 22



NARROW AS AN ARROW

Here are handlaced moccasins that fit ever so comfortably and stylishly to flatter any foot! Over 223 sizes in stock for the gal who likes to prance around outside, or the lass who likes to relax indoors. Like walking on air—with light bouncy foam crepe soles. Smoke, White, Red or Taffytan leather in full or half sizes 3 to 13, AAAAAA to EEE widths. Naturally, purchases can be exchanged—guaranteed to delight. Factory-to-you. \$5.95 plus 50c postage. (COD's accepted.)

MOCCASIN-CRAFT

58-VH BUFFUM ST., LYNN, MASS.

SHOP HOUND

your best way
to market by mail
—the quick reference
for new ideas
in gifts
and giving



**GUARANTEED
NOT
TO BURN
OR BLISTER
NOT GREASY,
CANNOT
HARM SKIN**

New Hollywood Sun Tan Discovery
MOORE'S "BRONZE STAIN" SUN TAN LOTION MUST give you a beautiful SUN TAN in just 2 hours in the sun or your money back. Get a SUN TAN in your own back yard or under SUN LAMP. Good for wind burn, when fishing, skiing, or around snow. Can be purchased all year. Enclose \$1.50 for large bottle to MOORE'S LABORATORIES, 5549 Harold Way, Dept. V-1, Hollywood 28, Calif. Air Mail 35¢, 1st class mail 20¢ for each bottle. No C.O.D.'s.

REMOVES HAIR

**AT THE ROOT
in 40 seconds!**

My Epil

New, odorless non-irritating cold wax method removes complete hair at the root, leaves skin silky-smooth and discourages regrowth for 6-8 weeks. Developed by Ella Baché of Paris, the internationally-known chemist! Results Guaranteed.

LARGE SIZE—for arms and legs \$2.00
SPECIAL FORMULA
—for face \$1.00

Prices include tax and postage.
Free booklet on request.
Free demonstration at our salon.

Ella Baché

24 East 55 Street, New York 22, N. Y.

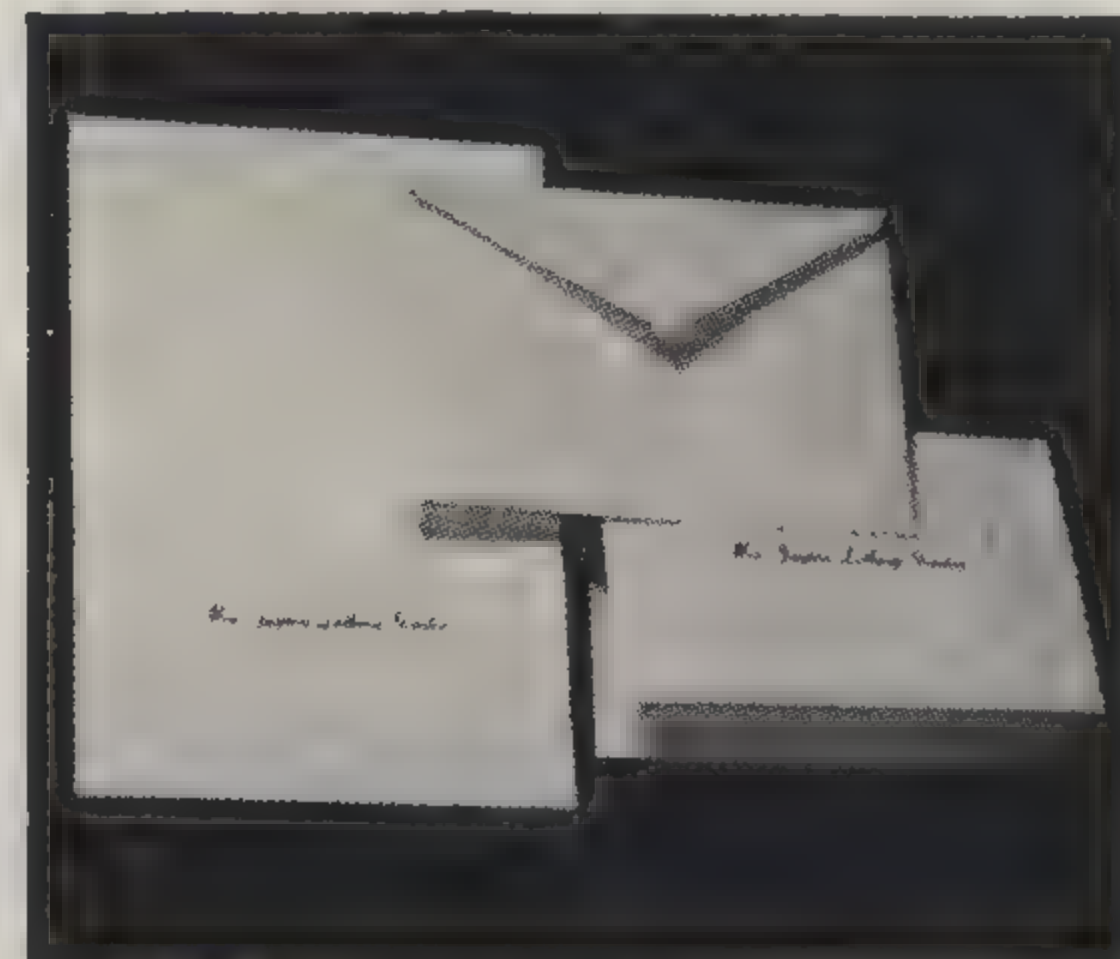


SHOP HOUND

...summer signals



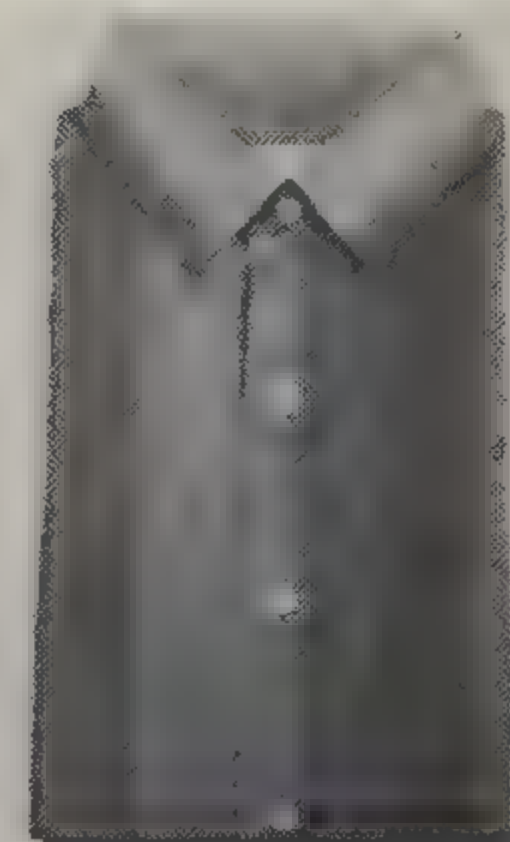
1. Domed turquoises



2. Notes to post



3. Denim in the garden



4. Sport shirt

1. Domed turquoises rise from the flat band of this 18-k. gold ring. \$113 inc. tax, ppd. Roman Gold, 137 E. 56th St., N. Y. 22.
2. Notes to post might be written on Crane's Satin note paper. In white only, with semi-script lettering. 50 sheets and envelopes, \$4.95. Altman's, 34th St. and 5th Ave., N.Y. 16.
3. When in the garden district, wear this blue denim apron with a high, overall top and two-letter monogram. \$4.50 ppd. Phoebe Widmer, Box 662, Bryn Mawr, Pennsylvania.
4. Sport shirt of a different stripe. This cotton shirt for men, striped vertically in rust, olive green, blue, and cedar, has short sleeves, a pointed club collar. Sizes 14½ to 16½. \$7.95. Paul Stuart, 18 East 45th Street, New York 17.

Putting your figure in line while allowing you an hour's relaxation or sleep is a specialty of Miss Claire's Reducing Salon. Using the pleasant and effective Dewars spot-reducing system, Miss Claire can whittle away inches while toning your skin and speeding sluggish circulation. Twelve sessions for \$50. Miss Claire's Reducing Salon, 590 Fifth Avenue, New York 36, N.Y.
Spring step-up—Lucille Bouchard's thorough, soothing foot treatments. In one session, a foot bath, massage of the feet and lower legs, and vibrator, conspire to relax and exercise muscles, toes, and arches. This treatment, \$4; additional pedicure, \$3.50. Hotel Delmonico, New York.

PRICES PLUS POSTAGE, UNLESS OTHERWISE NOTED

Gazebo dressing— summer evenings

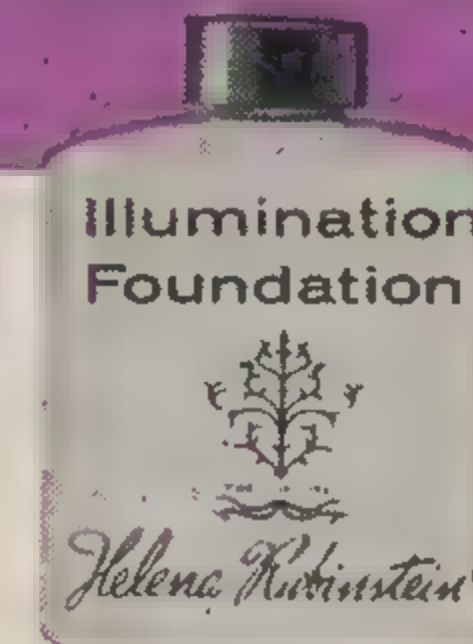


SANTE FORLANO

Fresh way to look for summer evenings at home—
even when at-home is a tree-shadowed gazebo,
as here: slim white crêpe overalls,
jacketed and sashed with sparkling grainy blue silk—
an at-home setup that loses not a tick of charm
in less elevated surroundings.
Costume by Lucie Ann, in silk, and crêpe of
Avisco rayon and Celanese acetate. About \$110.
At Bergdorf Goodman; Montaldo's; I. Magnin.



ILLUMINATION FOUNDATION floats on easily and evenly—
brightens like candle shine. Every line, flaw and shadow is
your secret. To the eye this is not foundation, but an utterly
beautiful complexion. In four light-up skin tones. Its com-
panion in magic is Illumination Face Powder. Each, \$5.00
plus tax *T. M.



HELENA RUBINSTEIN®
TREE OF LIFE®

MONEY FOR YOURSELF... YOUR ORGANIZATION



Show wonderful new Griffin deluxe personal
Christmas greetings. Over 60 thrilling new
EXCLUSIVE designs—master-crafted on the
finest of printing papers—rich water color
printings, special foil inlays and a host of
other fine features you'll find only in Griffin
Originals. The sentiment and name imprint
inside the cards actually compliment the
design. Truly the finest personal Christmas
cards in America.



The Ultimate ORIGINALS
In Fine Personal Christmas Greetings

EARN EASILY
\$500-\$1000

You or your organization can earn easily \$500-
\$1000 even more. It's fun—it's easy. Send
today for a sample kit—all you need to
start earning money. A Free book on fund
raising is available on request.

SEND FOR SAMPLES TODAY

EXCLUSIVE DEALERSHIPS AVAILABLE

GRIFFIN ORIGINALS

416 Bayfield Drive, Fairport, New York

Gentlemen:

Please send me:

☐ DELUXE SAMPLE KIT

☐ FREE FUND RAISING PLAN BOOK

If I decide not to accept your offer, I will return
the kit at your expense.

Name

Address

City Zone State



ACTUAL CASE HISTORY: Mrs. Margaret Tryon of Minneapolis. The Stauffer Home Reducing Plan trimmed her to 118 pounds, improved her posture. At 36, she looks and feels years younger.

A trim, new figure can
do more than make you look
younger. Because, as so many
women are discovering...

When you
look
younger,
you are
younger



BEFORE STAUFFER, Mrs. Tryon weighed 151, looked and felt middle-aged. All reducing efforts had failed, and she felt futile. Compare the above picture with the one at left—another dramatic success story by Stauffer.

MANY WOMEN feel the 30th birthday marks a turning point—the ending of youth and the beginning of what is called “middle age.”

At 30, a woman sees the first signs that she will lose her youthful figure. Her waist, hips and thighs begin to fill out. And as she gets heavier, she begins to slow down.

But today, thousands of women all over America have slimmed their bodies to lovely, youthful-looking proportions with the Stauffer Home Reducing Plan. And, along with new figure beauty, these women are enjoying another great reward—they feel younger.

For them—life is opening up instead of closing in. They are going places and doing things with the spirit of youth.

These are the truly beautiful women of our time. Age actually contributes to their beauty . . . gives them the maturity—the authority—to live and enjoy life. Combined with a lovely, youthful-looking figure and a new-found feeling of youth, this brings about a complete woman—more desirable, admired, envied.

Can this happen to you? Yes! If you are over 30 and overweight—feeling and looking older than you really are—the Stauffer Home Reducing Plan can liberate you. As you start to slim down, you will start to feel younger. You will feel younger the first time you look into the mirror and see your slimmer self—when more and more compliments come your way—when you shop for a new dress several sizes smaller than before. The rewards are wonderful.

Briefly, here is how the Stauffer Home Reducing Plan works and what it does. The heart of the Stauffer Plan is the famous “Magic Couch”. There is no other like it. The “Magic Couch” does your exercising for you—with no effort on your part. This effortless exercise, along with sensible calorie reduction and the expert guidance of a trained counselor, takes you methodically to your desired goal: You lose inches and pounds where you need to—from hips, tummy, thighs. You achieve a graceful, lifted posture. Your skin fits smoothly—sagging tissue is firmed.

If you are living in the “middle ages”—find out now how you can get *and keep* a trim, youthful-looking figure. For full information, simply drop a postcard to Stauffer, Dept. V-69, 1919 Vineburn Ave., Los Angeles 32, California.



TODAY, trim Clora Nelson of Baltimore looks like the daughter of her old self. With the Stauffer Home Plan she lost 41 pounds and recaptured a new, happy and active interest in life.



BEFORE STAUFFER, Clora looked and felt middle-aged at 30. She could hardly drag her 169 pounds through a normal day's work. Starvation diets aggravated her and left her hungry.



TODAY, youthful Eunice Maulsby of Lumberton, N. C., is having the time of her life in the prime of her life. She lost 62 pounds with the Stauffer Plan, and it took years off her age.



BEFORE STAUFFER, Eunice weighed 201. All her attempts to reduce were unsuccessful. Hopelessly, Eunice had resigned herself to “looking old”—until she heard about the Stauffer Plan.

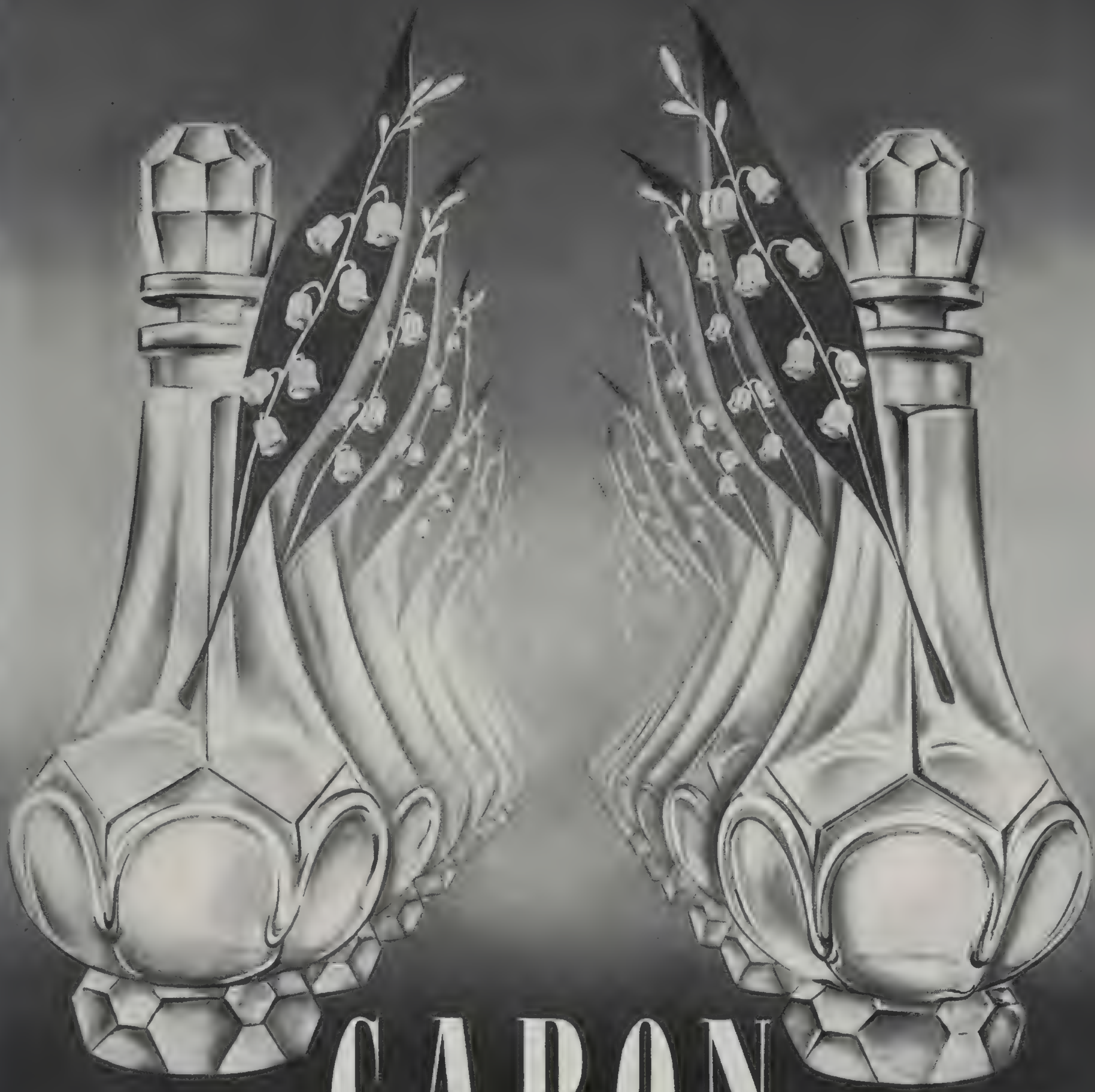


THE “MAGIC COUCH” (Posture-Rest®) is the heart of the Stauffer Home Reducing Plan. Its controlled rhythmic motion gives you essential exercise without lifting a finger. With this effortless exercise and sensible calorie reduction, you lose pounds and inches where you need to—

from hips, tummy, waist, thighs, ankles. The unit can be used in many different positions to meet special figure problems. Available in deluxe model or in the new Princess model at lowest price ever. Rent it by the month—or buy it for pennies a day.



A TRAINED COUNSELOR will visit you regularly to give expert guidance, as part of the Plan. To learn how you can get *and keep* a lovelier figure, write Dept. V-69, 1919 Vineburn, Los Angeles 32.



CARON

LE MUGUET DU BONHEUR

The choice of the Parisienne

Vogue's-eye view of clothes to the rescue



Being a fashion magazine, we are concerned, more or less continuously, with new clothes. Our enjoyable mission is to track down and report on the newest, freshest clothes extant—sometimes, while they're still hardly more than a gleam in the designer's eye. Right now, though, we're thinking about another kind of clothes: not the clothes you haven't worn yet, but the clothes you don't wear any more. Old clothes—or, perhaps, just middle-aged ones. We've been thinking about them ever since we got a letter, not long ago, from Mr. Angier Biddle Duke, President of the International Rescue Committee, a gallant voluntary organization that has been helping refugees from tyranny since 1933. (In 1956, almost the first thing seen by Hungarians escaping after the uprising was an IRC outpost on the border equipped with blankets, warm clothes, hot tea, and "a bonfire . . . built both for warmth and as a beacon.") Mr. Duke's letter points out that 140,000 refugees from Iron Curtain countries are still awaiting resettlement in camps or centres in Western Europe. Most of them escaped with only the clothes they had on—often, because carrying luggage would have attracted attention and suspicion—and they are in desperate need of replacements. Children who arrived as infants in arms, wrapped in a blanket or shawl, now need dresses, suits, sweaters, coats. One man arrived in West Berlin from the East German zone in his nightshirt and bare feet, after a breakneck escape in the middle of the night. Now, the IRC is making an intensive appeal for clothes—men's, women's, and children's, summer or winter, "in any size or style." Packages of clothing will be sorted and baled at the IRC warehouse in New York, then sent to Europe (and a tax deduction receipt sent to the donor). Clothes should be sent before July first to the International Rescue Committee, 71 Grand Street, New York 13, N.Y.



The Accessory Flair

what it means to summer dressing

Given two women, both slender, erect, with fresh, attractive faces, it is possible to dress one dud and one joy-to-behold. Mind you, their dresses may be identical. The difference, quite simply, is fashion—what each does with the starting elements, how she turns out, or fails to turn out, a look. Colour counts—whether accessories kill the dress colour or spark it; line counts; so does texture. And perhaps even more vividly, time counts; concentration counts. For the words-and-pictures story on this summer's look-makers, see these and the next eight pages.

Jewel-striped shells, shown actual size, upper left: A row of coral beads rings the smaller gilt pin; coral and a rim of rhinestones stripe the big one. Their charm—they do *not* match. By Nettie Rosenstein; \$12.50* and \$27.50*. Saks Fifth Avenue.

Comet rays of brushed gilt, right, streak two ways from the bogus pearl centre of this summer bracelet, July excitement for pale pale silk dresses; an apt surprise with shirts and pants of the luxe, silky variety. This, by Mosell, \$8*.

Five-point pin, lower left, to wear head-on; to wear as the top button of a silk shirt, with the buttonhole side of the shirt half concealing it. By Mosell, of textured gilt. \$2*.

Two rounds of pin, below right: Smashers, of fake gold with a carbonated surface, one bogus diamond dead centre of each. To wear as two huge buttons front and centre, or at a tangent to a round neck. By Mosell. \$4* each.

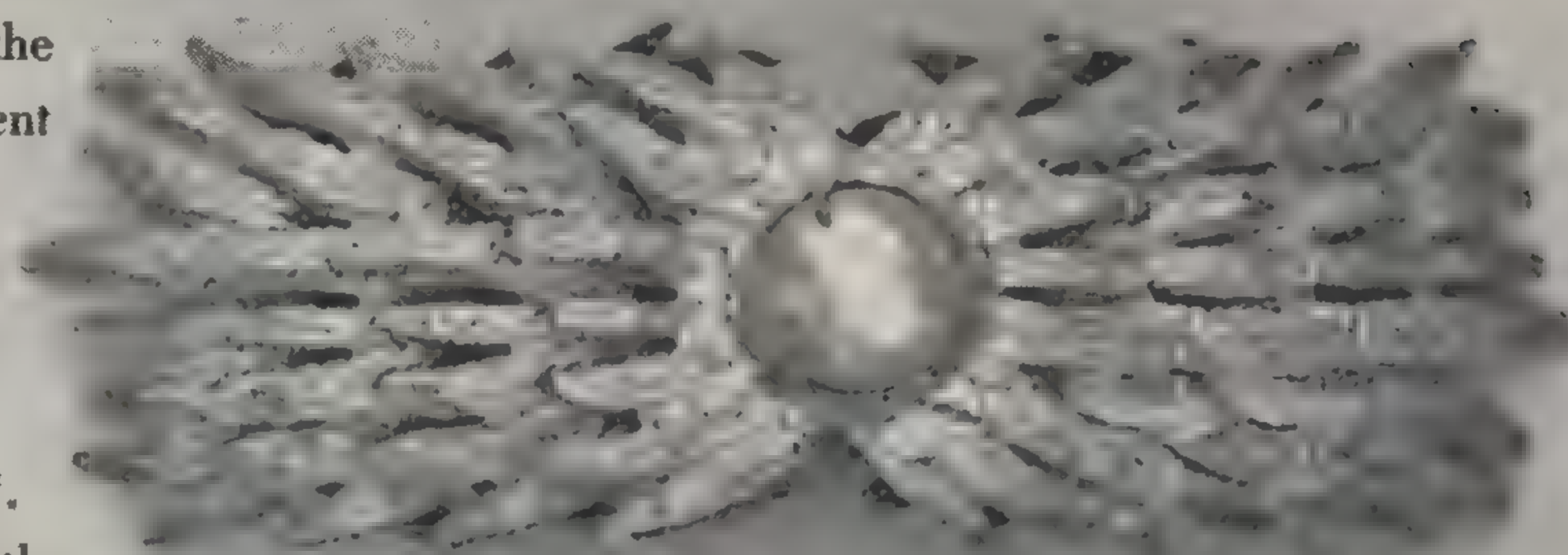
Gilt pins and bracelet: all at Saks Fifth Avenue.

The flair with black and beige, opposite: This look began—repeat *began*—with the beige-topped black dress and cropped black jacket. What makes the look tick is, frankly, what happens in terms of fashion after the dress is on. Item: the cartwheel hat of black straw, grosgrain-banded.

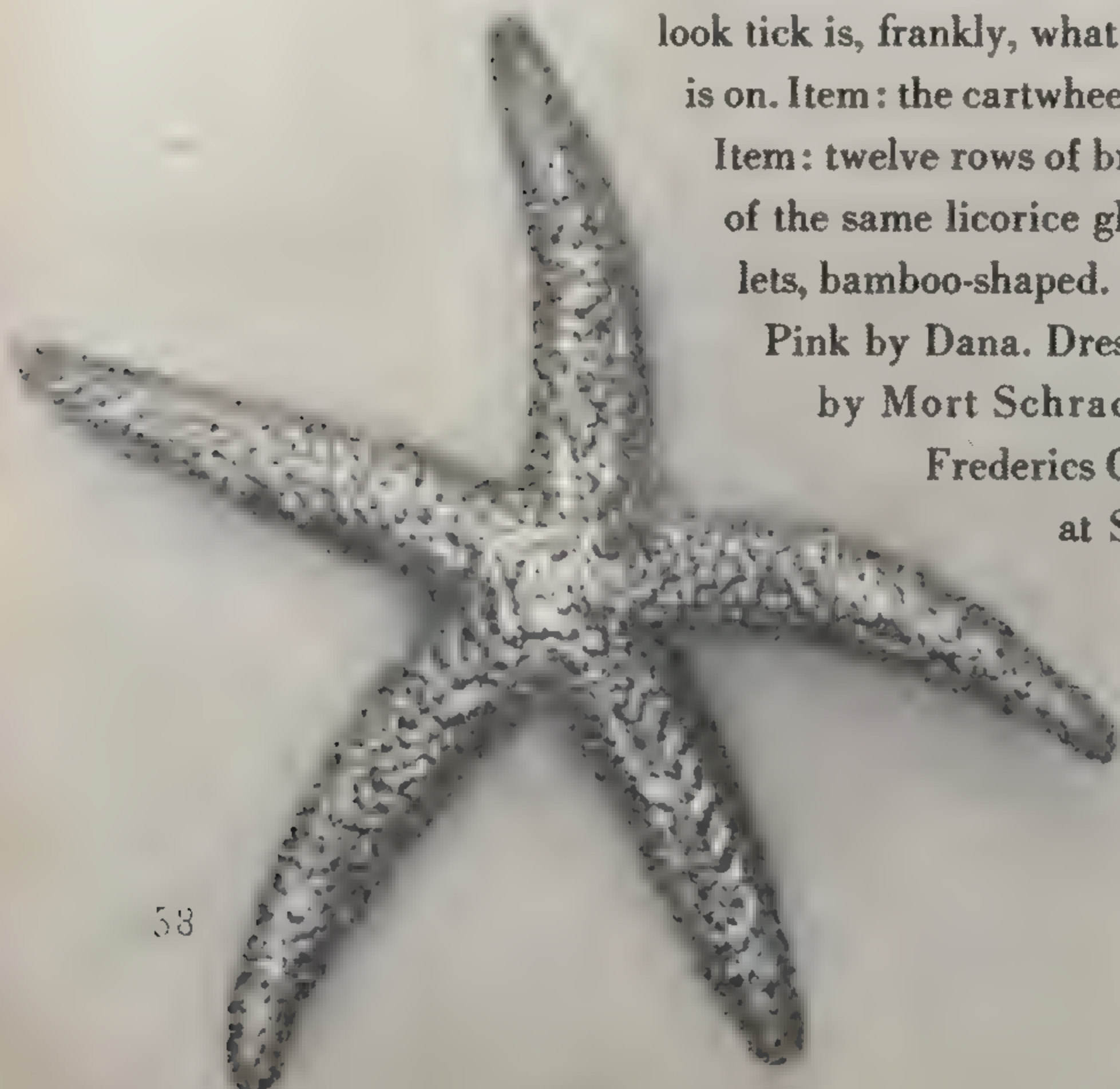
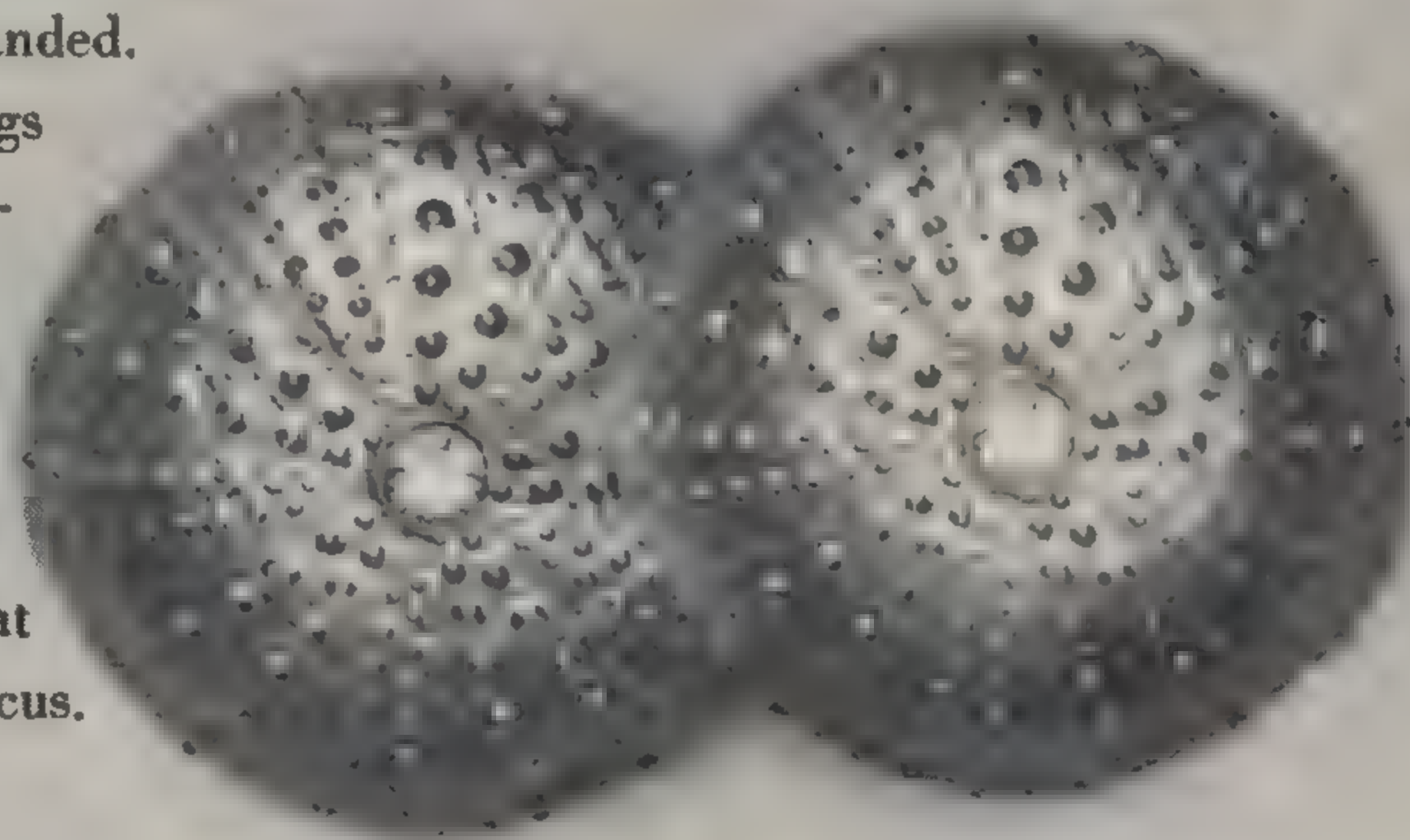
Item: twelve rows of brilliant jet beads, twisted. Earrings of the same licorice glitter, and black-lacquered bracelets, bamboo-shaped. Item: the gentle lipstick—Danita Pink by Dana. Dress and jacket of silk broadcloth by Mort Schrader. About \$70. Hat, a John Frederics Charmer. Marvella necklaces. All

at Saks Fifth Avenue. Dress, also at Julius Garfinckel; Neiman-Marcus.

*PLUS TAX



BEADLE







Summer accessory flair



First you put on a dress or a suit, a shirt and skirt, whatever. But if you stop there, you've missed not one play, but several. Clothes, to have an entity, must be worn well; and that means worn with props that polish them into looks, impressions that register immediately in the eye that sees you. Experiment and a mirror can clue you in, and when you find you reach automatically for "my beads" or "my bar pin," it's time to change. *Handbags—the flair path*, right: Black and white with through-summer carrying power; to read about from south to north. Farthest south, here, pouchy white calfskin, inked around the edges—for the woman who once thought that with linens and cottons it's black patent leather or nothing. By Greta; \$19*. Second, black and white ticking in city stripes. What's not ticking, black calfskin. Greta; \$19*. Both: Bergdorf Goodman. Room at the top, white pseudo leather carryall to gladden the heart of the woman with weekend plans—compartmented, zippered, big. By Marietta Larsen, about \$13*, at Macy's. The spill of stripes fourth up: a black and white silk scarf, big enough to wear as a bib over, say, an uncollared lemon-yellow linen sheath. The scarf, by Echo; about \$6. Saks Fifth Avenue. *Camellia in perpetuity*, directly above—white porcelain petals on green glass leaves, with a flash of glitter at the centre. To pin: on anything pinnable—a sliver of bamboo silk, for instance. Pin by Nettie Rosenstein; about \$60*. At Bonwit Teller. **Jet and bamboo flair—dash of red**, opposite page: Polish for a dress with the colour and ease of a straw in the wind: a pile-up of fake bamboo bracelets in non-bamboo colours; and an exuberance of lacquery beads—jet, coral, and a telling patch of cranberry red; all, worn in the shade of a wide bamboo brim, gilt and coral-coloured earrings. The dress, softly pleated, sleeveless—by Nantucket Naturals, of cotton-and-silk; about \$30. Roger Van S bracelets. Both: Bonwit Teller. Dress, also at Hudson's; I. Magnin. Kislav gloves: Best & Co. The necklaces—three in all—by Miriam Haskell. Lilly Daché's jet-banded straw sailor. Ar-Ex Just Plain Red lipstick.

*PLUS TAX



Summer dressing

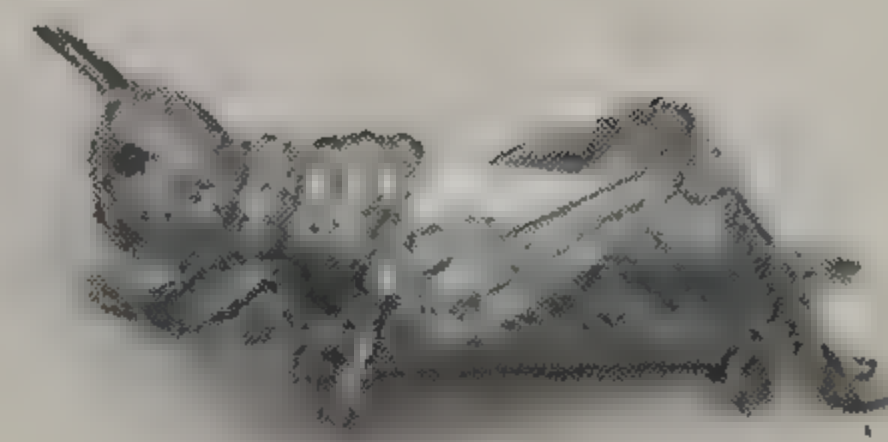
Some clothes, some women, flourish sublimely on the amount of jewellery worn with the black and beige dresses on pages 59 and 60. Other clothes, other women seem astonishingly pretty with as few props as the cool lustre-y blonde opposite. Fortunately, you don't need E.S.P. to decide which plan works for you and when; a mirror will tell all.

Accessory bug, upper right: In this instance, a grasshopper of plated gold and white porcelain with considerably more character than La Fontaine's—the same summer sunniness. His beat might be a bright velvet hat. \$30* at Saks Fifth Avenue. *Two shimmers of pearl*, rivered from top to bottom of this page. Each of the thirty-inch, four-strand necklaces here alternates bright chalky pearl beads and brilliant milky ones; square clusters of fake pearls and rhinestones make the clasps. To wear—straight into the ground if you like, but they work special charms for the skin when they're used as a fill-in for a plungy neckline. By Richelieu. \$17.50* each, at Altman's.

Beady bracelets, lower left: Cuffs of bogus pearls and jet beads to wear, crowded, on one wrist. Peak effects when the dress is simple as grass. By Coro. \$3* each at Altman's.

Linen the grey of pearls, opposite: A cool shaft of a dress rimmed with white, ovalled at the neck to show a soft apricot tan, this look's best accessory. White gloves stop short at the wristbone; more tan goes on from there. Dress by Harmay, of Irish linen. About \$45 at Miss Bergdorf of Bergdorf Goodman; L.S. Ayres; Sakowitz. Trifari earrings; narrow beige straw handbag by Koret: both at Bergdorf Goodman. Wear-Right gloves.

*PLUS TAX






Summer dressing

Infallible black crêpe tips a summer potential that's not stopped by clocks. This dress, right, lives beautifully by day, moves on after dark to don't-dress evenings in town. Putting the look together here: chalky earrings, long pale gloves, and a hat made of stiffened veiling and small white flowers. Dress by R & K, of Celanese acetate and Avisco rayon. More attractive figuring: the price, about \$25. At Altman's; Wanamaker's, Phila.; Frederick & Nelson. Lilly Daché hat.





Square-necked sheath, right, with the new flattering stress on sleeves. Black textured rayon, worn here with a patent leather belt and crushed-down black gloves. Topping these: a hat of soft pink flowers scattered on a jalousie of pink netting. Dress by Arnold & Fox, of Avisco rayon; the cooled price, about \$40. Jana handbag. Both at Miss Bergdorf of Bergdorf Goodman. Dress, also at Hutzler's; Famous-Barr. Lilly Daché hat. Both pages: gloves by Van Raalte.



Summer dressing

More ways, here, to project a dress into a fashionable look. The dresses on these pages are highly projectable—all unfussed, narrow, black or near-black.

The striped spencer, left above, a black and white cotton jacket that's a built-in accessory—it comes with this black sheath, could also go with others. Constituent: the white straw basket hat, black-ribboned. Dress, of Du Pont nylon and rayon, and jacket by Abe Schrader; about \$50 at Miss Bergdorf of Bergdorf Goodman; I. Magnin. Hat by Lilly Daché.

The unstriped tan, right above, and unruffled hair—two factors more than incidental to this look. The dress, black cotton denim, playing it cool with square-necked straps. By Charles Dickey, of Cone fabric; about \$30. White gloves by Superb. Both at Bonwit Teller. The dress also at Frost Bros.

Flair-up for grey, opposite, that involves switch-thinking—the dark cinder-colour cheered with flashes of textured gilt. Cheers: two leafy wreath bracelets, the same pin that starred a few pages back, button earrings. The hat, a wide-screen black straw. Dress by Adele Simpson, of Pomezia Italian cotton; \$100 at Saks Fifth Avenue; Harzfeld's. Hat by Sally Victor. Bracelets by Hattie Carnegie, at Saks Fifth Avenue.

Dotted cotton stole, far right, punctuating—for emphasis—a sleeveless black sheath. Another look-maker, the black silk pillbox, black-rosed. Dress of silk-and-cotton, and stole lined in same, a Galerie fashion; about \$50 for both at Rosette Pennington; Maison Blanche. Hat by Sally Victor.





Country evening notes: the garden clippings

Country equivalents, here, of a city landmark—the dress you count on when the prospects run this way: cocktails... dinner... don't dress.

Left: Crimson and mauve pansies; a skirt that's full in a non-petticoat way. By David Goodstein in Maxwell silk surah; about \$70. From Bergdorf Goodman; Hudson's; I. Magnin.

Right: How the prettiest woman in the room might be remembered—tanned, marvellously long-legged, sandalized (in this atmosphere, a good pedicure has lipstick-importance). Tabak of California dress in blue, yellow, and lilac cotton satin; \$23. Strawberry Parfait lipstick: Dorothy Gray. Nettie Rosenstein necklace. All, at Bloomingdale's. Dress, also: Battelstein's; Bullock's, Los Angeles.







Country evening notes

Left: The triple strength of pink now—dress for the woman who'd like to pull out all the prettiness-stops without flicking the *jeune-fille* button, and a heady new double-strength of pink lipstick, Revlon's Pinkissimo. Jane Derby dress in Onondaga silk surah; about \$145. Marvella beads. All: Bonwit Teller. Dress, lipstick: Hutzler's; Burdine's.

Right: Zinnia colouring without zinnias—pink and orange Paisley, scarfed with jet beads. Oleg Cassini dress, in silk crêpe; about \$90. Bonwit Teller; Harzfeld's; J.W. Robinson. Necklace by Vendôme.



More country evening notes

Left: Bubbly skirted cotton voile in leaf greens and white, tied at the waist and worn with streams of dark green beads, sky-coloured earrings. By Ben Barrack; about \$55. At Lord & Taylor; Neiman-Marcus; I. Magnin. The necklace by Miriam Haskell.

Right: Low-calorie kind of sheathiness—salad greens on white silk crêpe, as uncluttered as a bathing suit. Jewelling here: a cool heavy coil of pearl and mulberry-red beads, twisted together. Dress and printed silk chiffon jacket (not shown) by B.H. Wragge; about \$90. At Bonwit Teller; Hutzler's; I. Magnin. All sandals on these pages from Capezio.





Silks the colour of lipstick

Six o'clock silks—
in town; in colour

Summers, sixish, what's wanted most city-evenings is this: a silky little-black-dress kind of dress that's not, for a change, black. The point—and we think a woman owes herself this discovery—even a colour that left you cold in December can be surprisingly flattering in the light of a tan. *Above, left:* Creamy pink slip of a dress that makes firm attitudes about calories and corsetry seem, somehow, completely worthwhile. Hannah Troy dress of William Rose textured silk; about \$70. Saks Fifth Avenue; Meier & Frank. *Above, right:* Raspberries in season—all season. Raspberry-coloured silk with a roll-away charm of collar, these further claims on a woman's affections: softness, little sleeves. By Gaines-Parnet; about \$65. Saks Fifth Avenue; Frost Bros.



6 o'clock collar—in
blue

To know about when restaurants and clubs figure in an evening's plan—a silky little sheath with the wit to look ravishing across a table. Sleeves and collar, a continuous gathering of deep blue. By Seymour Jacobson. Chardon-Marché crêpe of Avisco rayon and Celanese acetate; \$70. Saks Fifth Avenue; Dayton's; Sakowitz



6 o'clock greenery

Maillot cut of emerald-green silk with a wide, wide-buckled belt, and the famous maillot knack of letting a beautiful figure speak for itself. Deciding the summer-evening-coat situation this evening: a deep, fringed stole made of the dress greenery. Dress and stole by Tina Leser; together, about \$120. The costume, from Henri Bendel; Nan Duskin; Neiman-Marcus.



K. S. D. M. S.

6 o'clock Sun

Left: Bloused sun-coloured silk with sleeves flared to the elbow, tied waist, and the kind of coverage that puts the o'clockness question squarely up to the accessories involved. Dress, by Larry Aldrich, of Onondaga grainy silk; about \$70. At Lord & Taylor; Hudson's. *Right:* Batwing sleeves in reverse—these bare an arm's-length of sun tan. By Galanos, in greeny-yellow textured silk; about \$190. Lord & Taylor; Frost Bros.

PEOPLE ARE TALKING ABOUT...

PEOPLE ARE TALKING ABOUT . . . Berlin, the distraction city used, partially, by the Soviets to keep the world's eyes off other countries. . . . The new and constant flow of African nationalism information, particularly well done on television egghead programs. . . . *War Is a Private Affair*, by Edmund G. Love, a sensible, funny, brilliantly-colloquial combat historian, engaged here in telling the true stories of ten eccentric soldiers who went their own way within the Army during World War II; among them Private Prosniak, a kleptomaniac in Baker Company, who during the battle of Eniwetok wiped out a Japanese position; but when he left the beach "there wasn't a wrist watch, wallet, ring, medal, helmet, rifle, grenade, or belly flag in the place"; at times these stories seem as unsettling as watching a musical comedy, based on *Oedipus Rex*. . . . Ethel Merman acting superbly as a sometimes tender, but almost always dreadful stage mother, singing, among her songs, "Small World," in the new musical play, *Gypsy*, in which twenty-one-year-old Sandra Church, as young Gypsy Rose Lee, parades pretty bare-skinned to her song, "Let Me Entertain You."

PEOPLE ARE TALKING ABOUT . . . The new culture coupons, Merchants green stamps given out at the Food Fair supermarkets, to be turned in for records; for such books as *Lolita*, *Dr. Zhivago*, and many others; for theatre tickets, including *My Fair Lady*. . . . Navy conversation-cutter-off, "End of problem." . . . "Room at the Top," in which grey reality, fearfully natural, infuses the acting, the direction, and particularly the photography, to make this English movie extraordinarily fine, rounded, and somehow delicate, especially as the grey veil of sin, hanging over the outspoken sex scenes, blots out the lurid.

PEOPLE ARE TALKING ABOUT . . . The London pleasure in the Leonard Bernstein musical, *Candide*, somewhat redone, but still a battleground between the naïve romanticism of its form and the sly realism of Voltaire. . . . The old-fashioned care, the small, pointed attention to good food by Frank, the owner of the restaurant, Nino's Ten East, on 52nd Street in New York. . . . *The In and Out Book* by Robert Benton and Harvey Schmidt who have amusingly and arbitrarily decided who and what are In and who and what are Out; some of the Ins of Court are: "Getting to opening nights of Broadway shows that obviously won't run"; "not being ashamed of still having school spirit", "pre-Eloise Kay Thompson"; but "skin diving, Brooks Atkinson, Tennis, TV, and Maria Schell are In only if you have the right attitude"; among the Outs are: "referring to Jerome Robbins as Jerry Robbins," "being in love and not talking about it is Out" but then so are saying "L.A.," "making an issue of not reading books by people who win the Nobel prize," and using "the Out word of the year: Sick."

PEOPLE ARE TALKING ABOUT . . . The effectiveness of the big, black, Western hanging song and dance, "Are You Ready, Gyp Watson?" in the musical, *Destry Rides Again*, a loveless, loud show that is like watching a fast greyhound race with no bet on. . . . The way some second graders use the word, motherly, as a derogatory synonym for bossy. . . . The exquisite colour, the small beauties of the painter Wols in the exhibition at the Grace Borgenicht Gallery in New York. . . . The scope, the fun, the skidding slide of anecdotes and analysis in *The Years with Ross*, the James Thurber book-length profile of the founder and first editor of *The New Yorker*. When he saw "an item about the thirty-six-ton meteorite that Admiral Peary brought back from Greenland and presented to the Museum of Natural History, 'Geezus!' said Ross, 'I hope they were expecting it.'"

LORRAINE HANSBERRY, author of that direct hit, *A Raisin in the Sun*, winner of the New York Drama Critics Circle award for the best American play of the season, is easy, brilliant, attractive, downright, and with plenty to say. Although caught in the pounce of publicity, she has remained a quiet woman who lives three flights up in a Greenwich Village walk-up with her husband, a song writer and music publisher. (His big hit was "Cindy.") What tires her, however, is the recurrent label, "the first Negro woman to have a smash Broadway play." In addition, she is thoroughly sick of the idea that she traced her characters out of her life. She did not. She created them. That creation brings her now ten per cent of the weekly gross of \$41,000, a big whack of the \$300,000 that Columbia Pictures paid for the movie rights, plus her handsome financial arrangements as writer of the movie script. She will write most of that script in her Bleecker Street apartment. There, the small rooms are jammed with living. Records rest on the floor, nuts in a bowl, pennies in a dish, and, on the walls, reproductions of a Picasso, a Gauguin, and a Michelangelo. In the photograph opposite, the sculptured figure in the background was done by Miss Hansberry when she was a sophomore at the University of Wisconsin; her writing clothes at home are still rather campus—white, beat sneakers, thick white socks, chino pants, and a handsome mustardy-checked top. At the New York opening of her play, however, she wore beautiful black with a rope of pearls, heard her sophisticated mother, on from Chicago, say "That's my daughter," as the applause continued until the great Sidney Poitier pulled the girl from the audience to take her bows with the masterly cast.



"The influential

"Influential?" you say. "They must mean ineffectual." You can't take a child to the circus with this sum, or send even a small bunch of flowers to someone who has entertained you, or make a long-distance call to a friend in another city; and you'd blush to put it in the plate at church.

Nevertheless, we maintain that twenty-four cents properly managed can go far—because it *will* buy six postage stamps, will take six letters from you anywhere in the United States. And those six letters can provide unpriceable amounts of several rare, unbuyable commodities—pleasure, reassurance, companionship, and rarest of all, appreciation. . . . An immediate note to a hostess whose party you enjoyed may give her more pleasure than a massive, delayed box of flowers with no more message than your visiting card. To a friend newly settled in a distant city, a letter may be far

more companionable than a telephone call that arrives, for one reason or another, at a moment of household crisis.

The kind of letter we have in mind should be short—a quick expression of real pleasure. Timing, in fact, is everything; the influential letter is written immediately before or immediately after an event—before a birthday, after a party. Written six days later, it loses much of its freshness and impact. Written six weeks later, it's apt to have lost its point.

If polished, elegant sentences flow easily from your pen, à la Mme. de Sévigné, so much the better—if they don't, don't waste time polishing them. The letter that has been fussed over tends to develop a stilted, suffocated quality; and the letter of which a rough draft has been made and then copied is generally doomed. Sincerity and immediacy are all. This is why letters from children often achieve such strik-



Dear Miss Adams:

I didn't want to hold you up for hours at the Closing Exercises yesterday, because I knew that hordes of other parents and friends were waiting to speak to you. However, I can't let the school year come to an end without telling you how much my husband and I appreciate all you have done for Polly this year. I know you disclaim all the credit—you say, "She was ready to come out of her shell anyway," and so forth—but we think differently. *How* you have done it we don't know—but we are grateful. I wish she could just go on having you as her room teacher year after year. Of course, I know she can't. But I don't think she will ever entirely lose the self-confidence that you have somehow managed to instill in her.

Again, *many* thanks from us both—and our very best wishes for a wonderful summer. I know Polly would send love if she knew about this letter—needless to say, she doesn't.

Gratefully, and sincerely,
Julia C——

Dear Charles:

I've just gotten the letter from St. Mary's Hospital about their fund drive, with the little note from you attached. Their own letter, I thought, was terribly good, too; it gave such a clear picture of the work they do and *Where The Money Goes*. Unfortunately, I'm afraid that about all I can do at the moment is to put the letter on top of my waiting-list pile, which grows more massive every day.

Harry and I have found it impossible to resist several previous appeals—the fresh air camps and boys' clubs, especially—but I will talk this over with him, and if we can do anything for the Hospital later on, we will with pleasure; I see the campaign is to run for a year at least. The best of luck with your efforts, and do come and see us soon.

As ever,
Florence

Dear B.,

As you know, I am one of the leading contenders for any year's cup in the most-erratic-correspondent league. But sentiment and nostalgia have at last driven me to the typewriter. Last week, quite against my better judgment, I spent a delicious Saturday combing our old haunts in the "lower depths antique shops"—stolen life I call this sort of thing, and I was reminded of that charming year when I was an idle bride and you were dutifully wheeling the heir apparent miles a day in his pram. (For some reason, neither of us thought the air in those junk shops was anything but good for babies.)

In any case, I was struck with a great yearning for news of you. We are slowly emerging from the usual hazards of winter in New York, which as you know, I love undyingly. However, let's face it: there are better locales for children with chicken pox. . . . Don't send money. Just write.

Love,
Nina

24 cents”

ing effects; young letter writers think only about what they are saying, not about how they are saying it. A woman we know got recently, from her seven-year-old nephew, a letter which consisted of only two Aeschylean, unforgettable sentences: “Our cat died yesterday. It is grief.”

The best of letters are often, in the strict sense of the word, “unnecessary”—they don’t *have* to be written, and that is an enormous part of their charm. They are not dragged in chains behind the chariot of convention. And even the conventional, or obligatory, letter can often be made more charming, above all more convincing than it is. A surprising number of people never bother to say *why* they enjoyed the weekend, or *why* they liked the wedding present, and the recipient is somehow left wondering if it was all worth the bother.

The six letters that follow were not pilfered from the United States Postal Service—which takes a dim view of such activities—and none of them refers to any actual situation in the life of an actual person. But we did peek, by permission, into a few actual desks in compiling them. Note that all six were written by women; this is for the excellent reason that almost all purely personal letters nowadays *are* written by women. Where non-business correspondence is concerned, men, and especially husbands, enjoy a privileged sort of silent-partner status. They are constantly being referred to, included in the letter (“George joins me,” et cetera), without ever having to write it. When you come to think of it: did anybody ever get a letter from *Monsieur de Sévigné*?

Here, then, selected more or less at random, are six letters in search of an author.

This is to report to you, dear Emily, that your sister-in-law is a darling and also a wow. Your letter arrived two days ago; I telephoned the hotel instantly and fortunately found Marjorie in. Even more fortunate was the fact that she was free for dinner last night—I was having a party from which one wife had suddenly evaporated (virus).

Well, Marjorie came, like an angel; looked like an angel; and enchanted all present, man and boy. And woman. I hope to see lots of her while she’s in town; thank you for giving us the chance to meet her.

All my love,
Ellen

Dear Judy,

How I should like to pry out of you the recipe for that oyster soufflé! Though I must admit food was only one of the joys of your party last night. As you know, I love just *being* in your house. It’s so pretty to look at, and then those nice, talky people . . . thank you for having us, too.

Affectionately,
Phyllis

Dear Peg,

Consider yourselves a captive audience. Jim and I sit here deep in the wilds waiting for the weekend and the chance to pour out all our news and gossip. (You may occasionally make a remark too.) In fact, I thought we’d spend Friday evening at home.—I know we went over the details on the phone, but just for the record, we’ll meet the usual five-thirty train, so you don’t have to cope with the local taxi service, which as you may recall is charming but capricious.

As a change from just us, there’ll be a party at the Douglastons’ Saturday evening—fascinating house, almost sure to be gay, and they’re longing to meet you. “Black tie” was the word sent out, and I have the distinct impression short evening dresses will do nicely for you and me.

Sundays are apt to be quietly haphazard, but Peter Kimball has asked us all to his studio in Hartsville for lunch, and he has just finished some new paintings which I think you may like. . . . On the other hand, of course, you may loathe them on sight. “Is a gamble.”

Sunday, afternoon, late-ish, it’s more than likely that someone we know will be driving back to town and can give you a lift; in any case, there is a quite bearable train at four, which will restore you to the children at just about the time you mentioned as curfew.

Again, we’re thrilled, thrilled, thrilled that you’re coming.

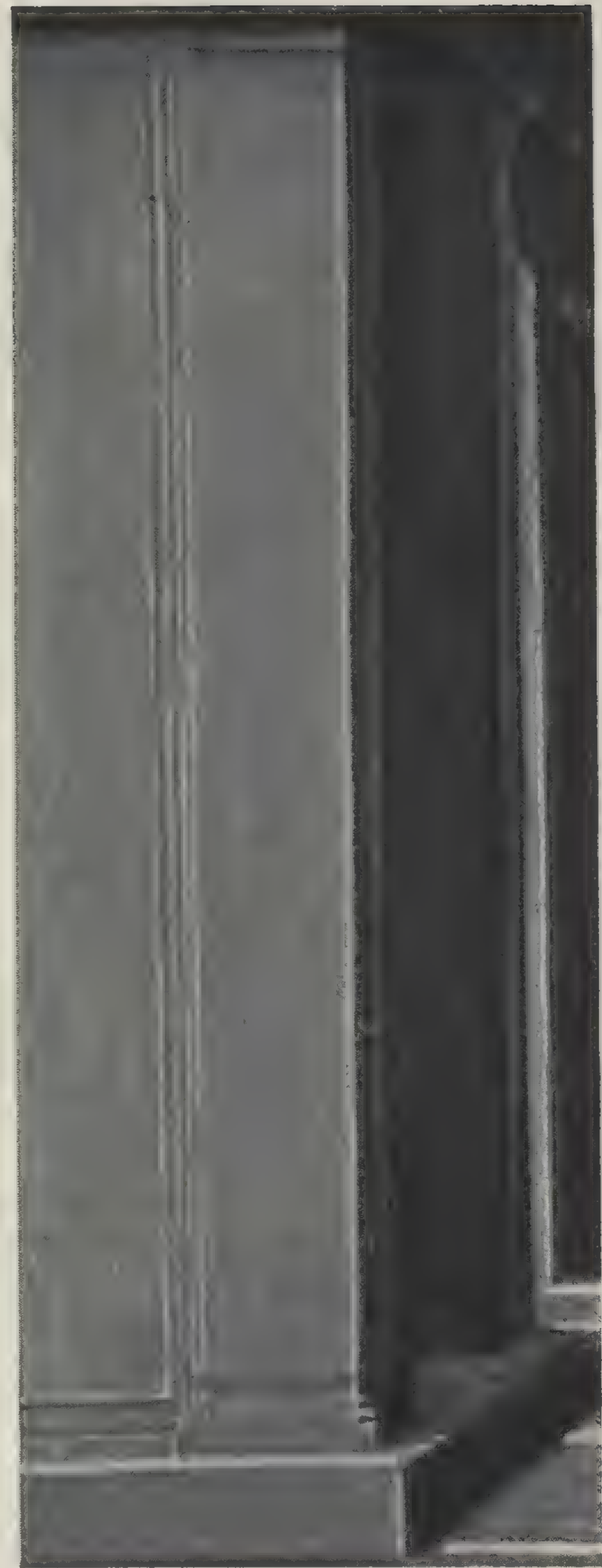
Love,
Jean

“The Finest Private Collection in the World”

The Robert Lehman Collection—
the only American-owned collection ever shown
at the Musée de l'Orangerie in Paris—
now on exhibition at the Cincinnati Art Museum.

*W*hen the Lehman Collection, shown in a great French National Museum, burst on the minds of French art lovers, it became the sensation of the 1957 summer in Paris. Now that sensation is being repeated in Cincinnati where the Collection is having its only American exhibition. Covering some eight hundred years of art, with some six hundred objects on view, the Collection, according to Philip R. Adams, director of the Cincinnati Museum, “is the finest private collection in existence today.” Range and quality, not mass, distinguish this exhibition. It includes not only late Gothic bronzes, Renaissance gold and jewellery, Italian furniture, Venetian glass, and painted enamels, but also almost two hundred paintings by such masters as Botticelli, Sassetta, Rembrandt, El Greco, Renoir, Cézanne, Bonnard, Utrillo, and Matisse as well as a series of exquisite drawings. Begun in 1911 by the late Philip Lehman, a banker, the Collection grew much larger under his son Robert, whom he early took on European art expeditions to develop connoisseurship. A banker, too, Robert Lehman's interest in early Italian painting grew under the friendship of Bernard Berenson, but his interest in the Moderns is self-stimulated. When at rest, the Collection stays at Mr. Lehman's New York apartment. There the dining room walls of pinkish-beige, the living room walls of grey with gold leaf wood panelling are so flattering to paintings, to the signed, rare Louis XV chairs, the pretty, signed fruit-wood marquetry tables, the lighted glass cabinets in which glow Meissen, bright blue and Rose Pompadour Sèvres. Together they show the precision within the Lehman catholicity of taste, the family pleasure in living with masterpieces that is the special distinction of this Collection.

FIVE OF ITS MASTERPIECES,
ONE PAINTING, FOUR DRAWINGS, ALL ACTUAL SIZE,
ON THE NEXT THREE PAGES





"Annunciation"

By Sandro Botticelli (1444-1510)

Tempera on panel, actual size



"Self-Portrait at Age Twenty-Two"

By Albrecht Dürer (1471-1528)

Pen and ink, actual size



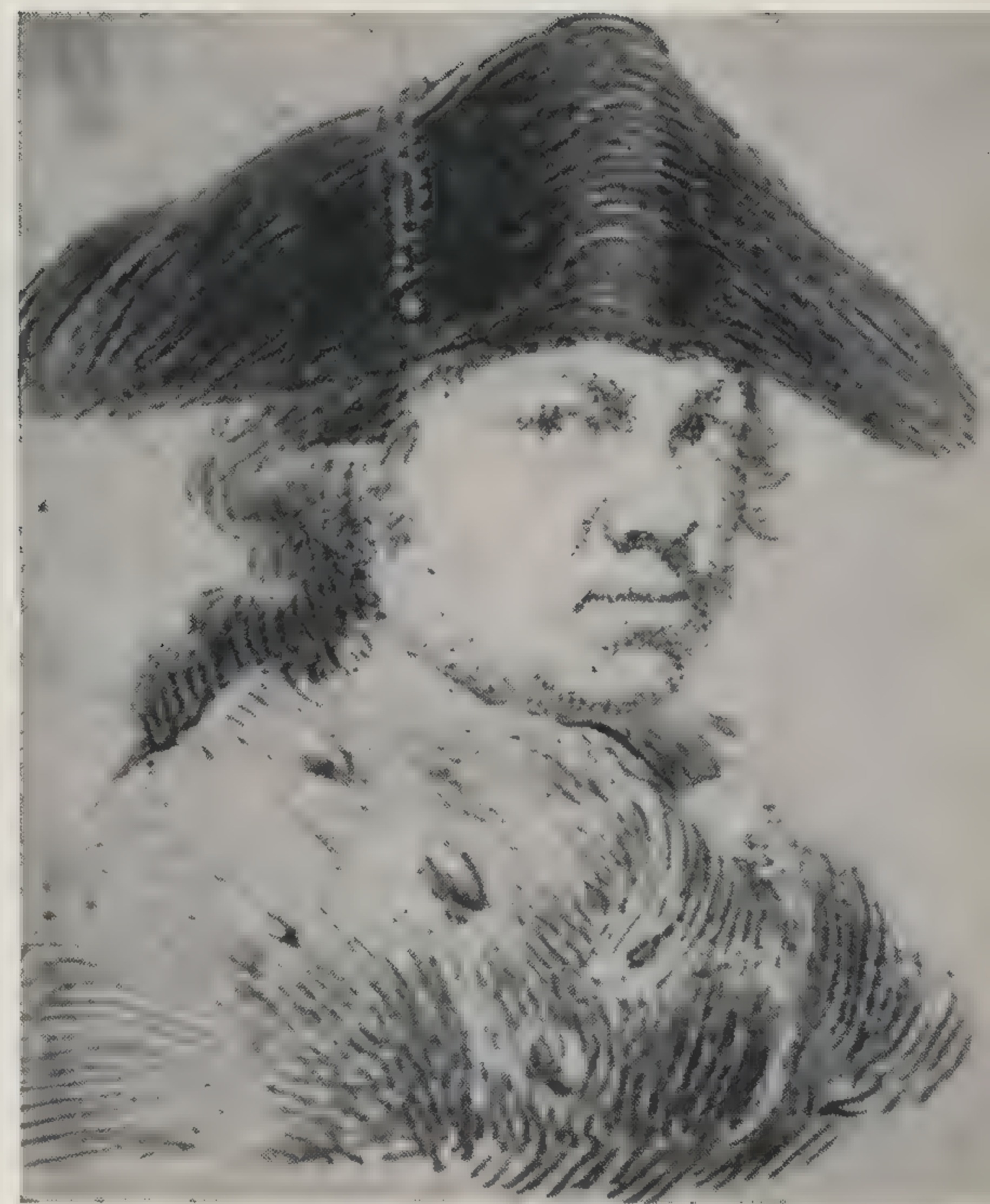
"Study of a Bear Walking"

By Leonardo da Vinci (1452-1519)

Silverpoint, actual size

THE ROBERT LEHMAN COLLECTION

These four masterpieces, all small, are among the special delights of Robert Lehman whose avocation is the perfecting of the Collection, his service as vice-president of the Metropolitan Museum in New York. (His vocation is president of Lehman Corporation and partner of Lehman Brothers, a major investment company.) As a young man, he once celebrated his father's birthday by presenting to the Collection the Botticelli "Annunciation," reproduced on page 83. Later, he bought the drawings shown here. The Dürer self-portrait, the grave young man with a hand almost as large as his head, is a double treasure, for on the reverse side the great German painter sketched six pillows. The Da Vinci, one of the few authentic Da Vinci drawings in this country, curiously, is partnered by the Pisanello; at one time the Louvre's great collection of Pisanello drawings was attributed to Da Vinci. The fourth of these masterly drawings is the small, monumental Goya self-portrait, showing an aging face, sharply scrutinizing under the three-cornered hat.



"Self-Portrait"

By Francisco de Goya (1746-1828)

Pen and ink, actual size



"Gazelle"

By Antonio Pisanello (1395-1455)

Pencil with washes of colour, actual size

Summer on a shoestring

...good buys
bulletin



\$15 CHECK-SIZED CHECKS, left, in black and white cotton that holds on to its hot-weather poise by far more than a shoestring. The not-so-secret ingredient? Gleam—on the cotton, in the belt, the jet beads. Dress by Jonathan Logan, in junior sizes. At Lord & Taylor. More polish—in the I. Miller shoes. \$20 SIZZLER INSURANCE, centre, trading on the happy fact that this much bareness is town news now. Black and white polka dots of Avisco rayon. Included, the shoestring extra of a crinoline, a deep and shining black belt. All by Modern Juniors. At Bonwit Teller. Customcraft bared opera pumps. \$15 WELL-TRAINED LEOPARD, right—black and white cotton, to carry a shady-glade aura into any asphalt jungle. By Jonathan Logan, in junior sizes. Lord & Taylor. The porcelain dogs from Mayhew.



HENRY CLARKE

\$35 COOL-MILLION LOOK, left. At-home dress (at home on the terrace too) of white textured cotton. Paper-parasol sleeves, soft belt. By Robert Rosenfeld. Richelieu necklace. Both: Bergdorf Goodman. \$13 WRAP-UP, centre, with custom makings—black-white-red cotton plaid to wrap around you and belt if you feel like it—all very coolly; the back is bare. The cotton, incidentally, is the kind that presses itself (with Everglaze crease resistance). By Evelyn Pearson. Dalsheim necklace. Both: Altman's. \$23 CALICO-ING, right. Outdoorsy-at-home look—a shirt and skirt with an authentic outdoors element hidden here. Slipping the skirt over your head you can poke your arms through the “pockets” and find yourself in a beach dress. Red shirt, \$10; yellow skirt, \$13. By Cabana; ABC cotton. Bonwit Teller.



Summer on a shoestring

continued

\$36 DENIM CITY-FORCE, left, fashion life-force through August. By Leonard Fisher; grey Avondale denim, black braid. Jacket, \$14; skirt, \$12; white cotton batiste blouse, \$10. Dachette hat. All: Altman's. \$56 NON-IDLING PRINT, centre, in a limber cardigan suit that can hurry around town like sixty and make it seem s-l-o-w. Printed white and brown Ban-Lon surah of Chemstrand nylon. Cardigan, \$20; skirt, \$20; sleeveless blouse, \$16. All by Leonard Fisher. Hansen gloves. Everything, at Lord & Taylor. \$22 POPLIN PAY-OFF. Right, one for the city-suit fund, in a green the colour of tree-shade. Jacket buttons over a sheath-slim skirt. Jacket, \$12; skirt, \$10. By Giovanna, in junior sizes, of Dacron-and-cotton. Important circumference of hat by Mr. John Jr. Both, at Bonwit Teller. Gloves by Wear-Right.



HENRY CLARKE

\$23 CARTWHEEL SLEEVES, left. Cotton broadcloth dress in a cup-of-coffee colour; the news, besides sleeves and cartwheel skirt, the hat hopes you can pin on it. One hat might be, as here, a wicker basket filled with bows, currants, charm. Dress by Pat Hartly, of Stevens fabric, in junior sizes. Best & Co. \$23—THE BLACKEST BLACK. Centre, dress for the woman who's on a colour diet most days—pitch black cotton broadcloth by Springmaid, white-stitched. By Mr. Mort; junior sizes. At Lord & Taylor. \$30 BATIK CHIC, right—coming in off the beaches now to where it's needed: a gay but not burbling splash of brown-and-white cotton batiste to wear with white beads and a fine consciousness that the sleeves are some of the biggest in town. Separates by Casino Classics. Blouse, \$14; skirt, \$16. Altman's.



Summer on a shoestring

continued

\$25 CHECK—VERY GINGHAM-M-M-M, left, a revival of something fresh and pleasant. Pink and white Dacron-and-cotton dress, the Dacron to keep the pleats in; all very open and strap-y this dress, like the sandals it deserves. By Amerique, in junior sizes. Lord & Taylor. Patio sandals by Mademoiselle. \$15 BATISTE WITH BRIO, centre. Brio-ing the look: additions of jet around the neck, a slimming width of black belt around the waist. Jerry Gilden dress of Dacron. Altman's. Spike-y sandals by Liparé. \$35—AND CHACUN À SON LINEN. Right, pink and white checkered Irish linen with an elasticized invisible belt under the bow here. While this is practically anybody's dress, wearing rules are firm: minimum jewels and shoes. Dress, made in Ireland, designed by Polly Hornburg, at Henri Bendel.



HENRY CLARKE

\$11 SPECTATOR PAISLEY, left, that could take in a tennis-match one day, take the town train the next . . . backbone-of-the-wardrobe work scheduled here, in black and white cotton petit-point piqué, a summer star revived this year. Dress, by Teena Paige, comes in junior sizes. At Arnold Constable. \$20 PAISLEY—THE PALEST, centre. But not too frail to last a summer without melting: cotton voile here, in white with black etching, the freeway for some polka dots if you have a polka-dot scarf to spare. Blouse, \$8; skirt, \$12. By Morlove, at De Pinna. Mademoiselle shoes, a wonderwork of air mostly. \$9 PAISLEY, AND PLEATS. Right, red-green-blue cotton satin Paisley'd blouse looking positively arctic over some snowy sharkskin pleats. Blouse, \$3; skirt, Arnel sharkskin, \$6. Both, by Rhoda Lee. At Macy's.



Summer on a shoestring

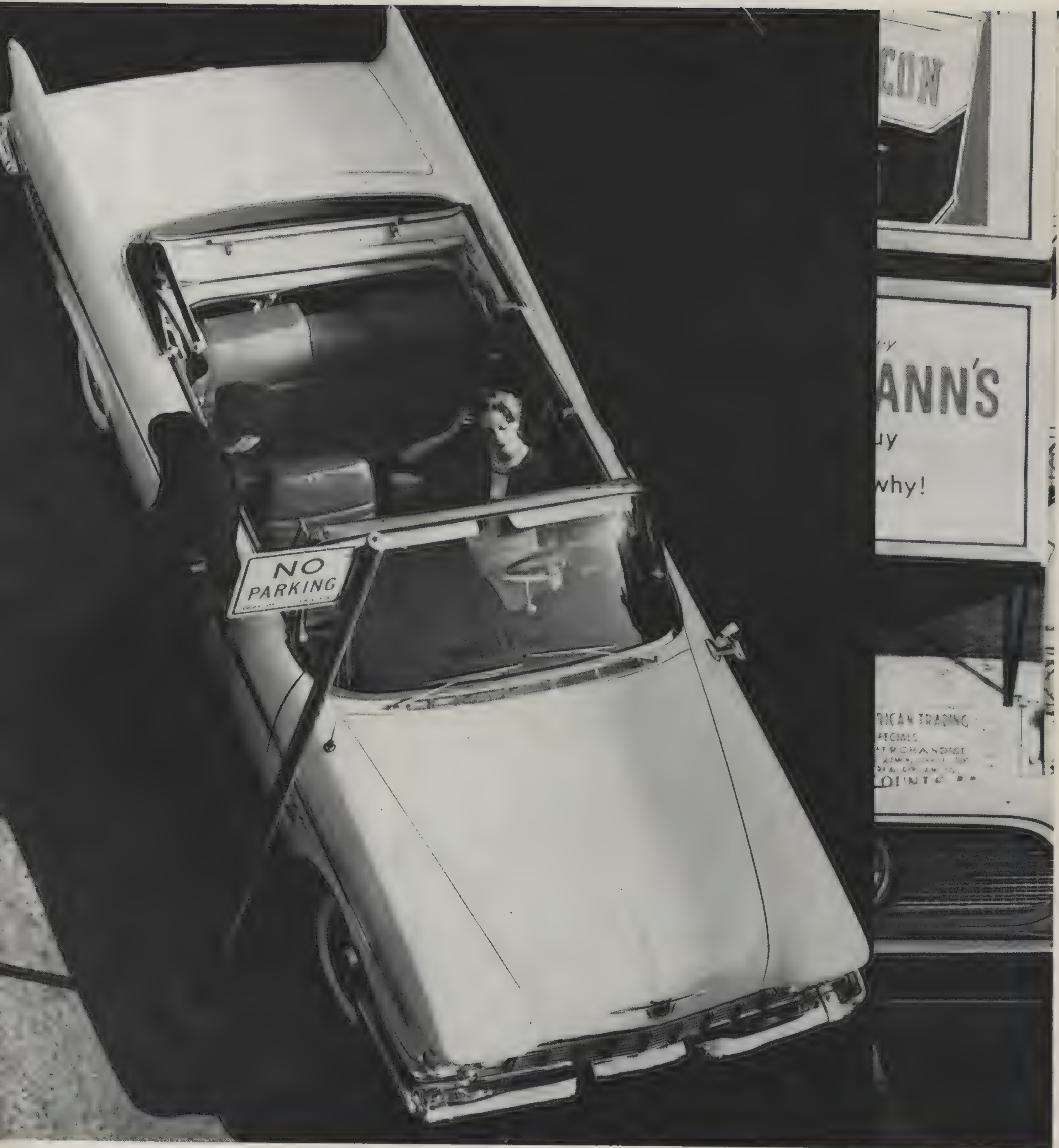
continued

\$23 BEIGE—JET SCHEDULE, left. Cotton piqué dress as simple as air worn with beads that are piling up staggering fashion mileage now—strings of jet. There's a bright-as-jet shine of belt, too. By Youth Guild, in a Fuller fabric; junior sizes. Eisenberg beads. Both: Saks Fifth Avenue. \$25 BEIGE SHIRT, centre, in a balloon-silk organza. The orange slice of belt and some beige taffeta underpinnings come with the price. By Carol Craig. Richelieu beads. Both, at Bloomingdale's. \$30 BEIGE-AND-WHITE LOOK, WITH GOLD. Right, cotton-and-silk crisp of a dress that's as satisfying as nibbling on Wheat Thins—it can't do anything but make you prettier. Dress by Nantucket Naturals; white belt added. Nettie Rosenstein pin. Both: Bonwit Teller. Newton Elkin shoes.



HENRY CLARKE

\$11 OPEN-AND-SHUT WHITE, left, to step into and wrap to a neat waist, and thank heaven for daily. Part of the décor: good sun tan, some sunglasses to look at it through. Dress, by Ero of a highly water-worthy Wellington Sears cotton duck. Dress, at Bloomingdale's. Capezio sandals. \$30 DEEP-SUMMER SILK, centre. White damask dress with just enough Little-Lotus-Blossom feeling to take the shirtiness here late into the afternoon. By Serbin. Schiaparelli beads. Saks Fifth Avenue. \$20 SET OF WHITES, right, that could suggest latent tennis-mindedness in the most languid woman alive. Cotton piqué blouse with its own skirt, well-tempered, beltable (with black patent leather). By Bernard Levine; Peck & Peck. Japan Craft fans. Obelisks from Helen Cole. Lugene sunglasses.



Starting here, convertible days that include quick shifts from shore to city life—accomplishable, now, with all the breeziness of an open car (this one, a Chrysler New Yorker). Some converters here: a violet cashmere cardigan that adapts a summer dress to a second climate; a switch of hair to pin at the front of a coiffure that's limping home from the beach. Sweater by Braemar; \$30 at Peck & Peck.

Open season: cars, cardigans



WILLIAM KLEIN

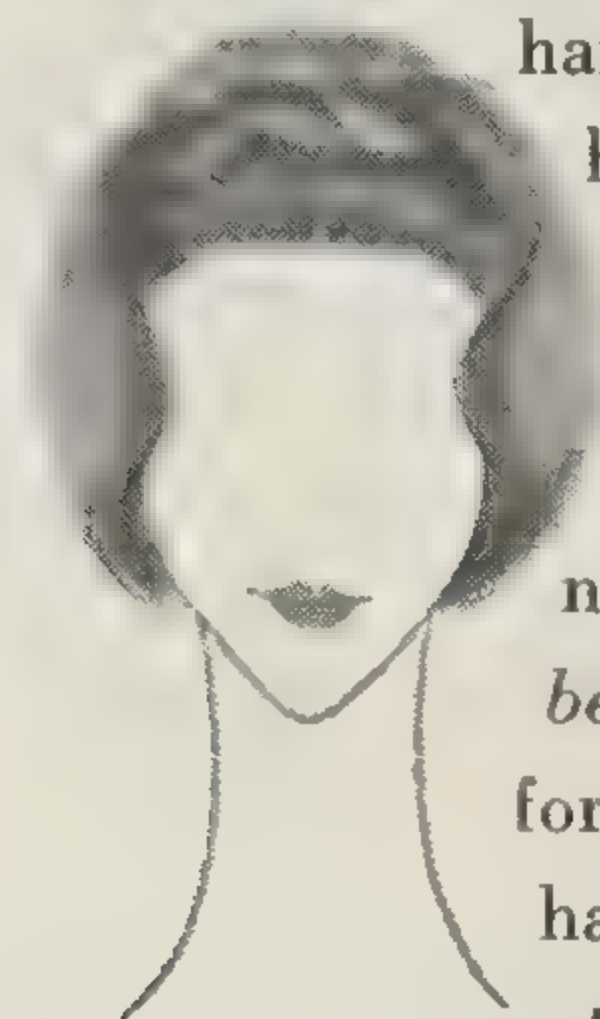
Open-roadism, here, to bridge the two ends of a summer getaway: a wrap-around pseudo hat of plaid cotton madras that ties over the hair, keeping it calm in the teeth of a top-down gale. (More hair tranquillizers follow on the next page.) The cardigan, natural camel's hair, cable-knitted; the car, a Pontiac Catalina. Sweater by Hadley; about \$35. Head-wrap by Dachette. Both at Peck & Peck; I. Magnin.

Open season: car vs. hair— the new winners

Taking the open road, *opposite*, one of the enchanting new air-brakes for hair—a hybrid hat-scarf of red and white striped cotton with a visor front, a dashing Auntie-Mame-in-Arabia look. (This, valuable equipment for boat or beach, as well as car.) More dash here: the striped wool cardigan in red-white-blue; the convertible with sports-car airs on a full-size basis—a Chrysler 300 E. Headdress by Dachette. Sweater by Geist & Geist; about \$15. Both at Altman's; Marshall Field; Frederick & Nelson.



At left, here, subtle escape-mechanisms for hair: more ways for a coiffure to sidestep the punishment of an open car or a day at the beach, and end the dampwash look that has, too often, put its hex on summer evenings. All these hair styles are true-false games, done by fortifying the hair with the steady-



ing influence of a hair piece—in a colour that could be the natural one, or an interesting variation. The coiffure at upper left is for medium-length hair, French twisted, high, perhaps, at back. The hair piece is attached at the crown, its front ends hemmed under a band of own-hair that's brushed across the brow. All the softening here is in the shape and curl of the hair piece; nothing is asked of the real hair but that it just *be* there, and stay smooth. The centre coiffure is for all-one-length hair, possessed of some heft. The hair piece is long and worn like a ribbon around the head, with ends twisted under on top. Side

and back hair is combed loosely over, bolstered by the body of the hair piece. Below, the coiffure is fronted entirely by hair piece, deeply waved and dipped to one side. Some real hair can be combed over the part diagonally and blended into the wave. The back could be short and smoothed, or longer and knotted.



The self-possessed hair in these coiffures will be more so with the use of hair sprays—now made to meet various needs. Some hold fast against wind (good for open cars), some resist moisture (good for the beach). All hair pieces here, at Elizabeth Arden Salons.





Dig we m

New York

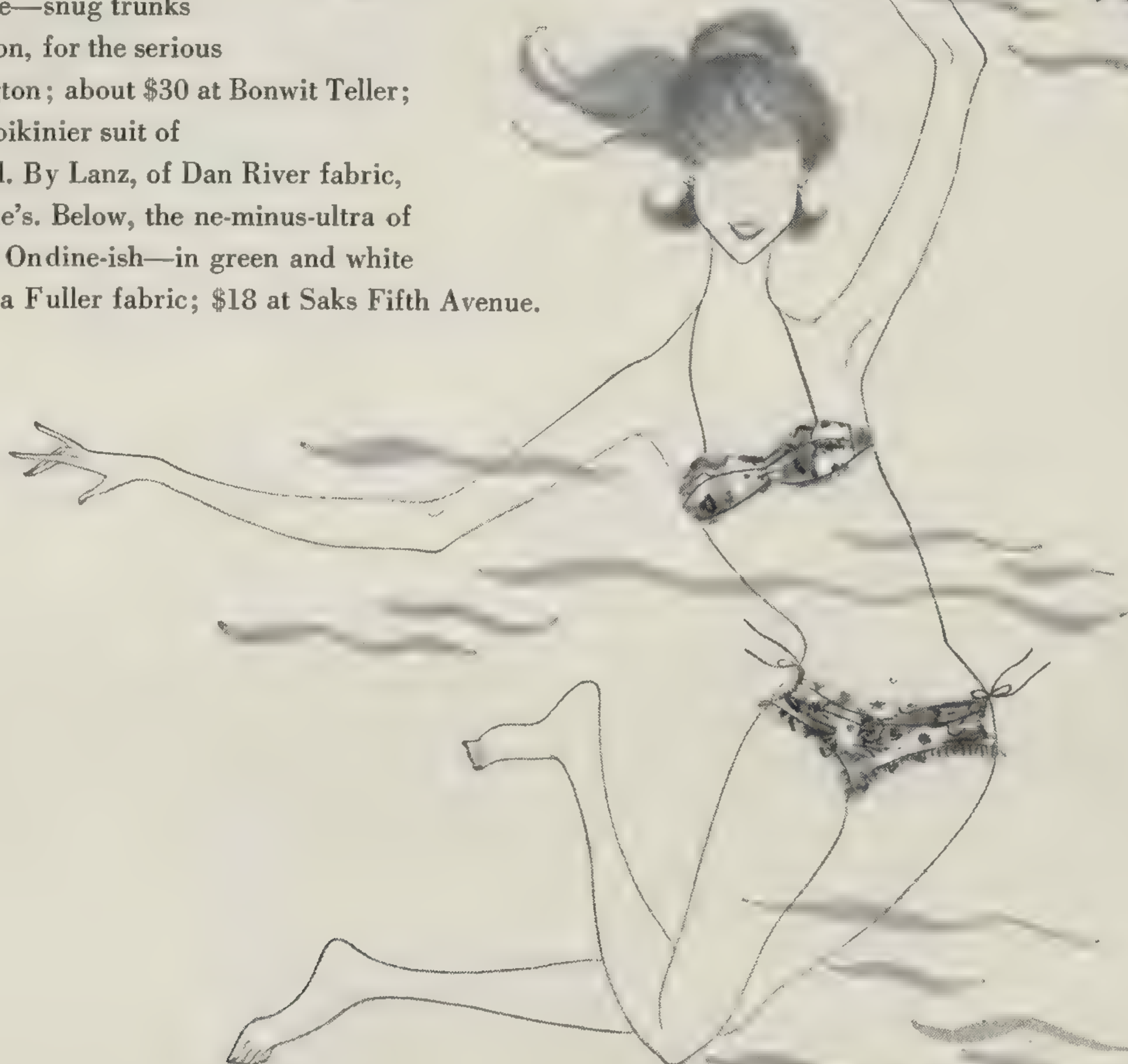
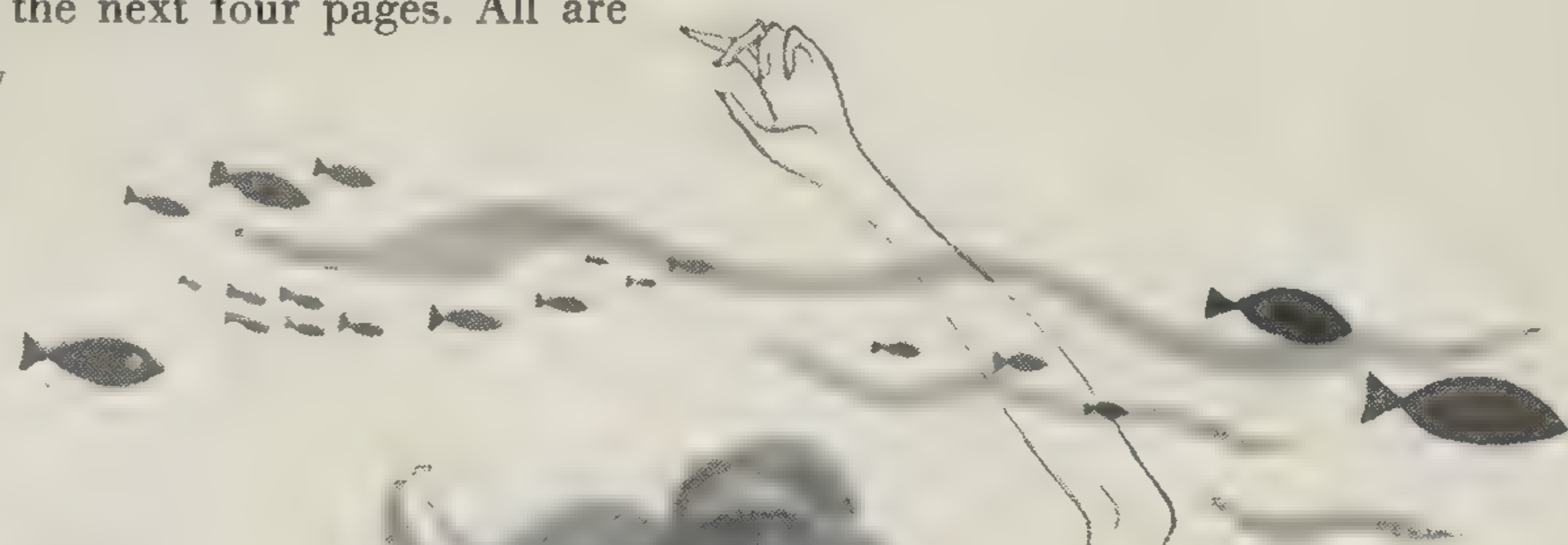
CIEES CO



Clothes with pro standing— put into play

For women who plunge actively into sports, the clothes here and on the next four pages. All are cut to a pro's taste, providing for the kind of action that's likely to improve the game—tennis dresses that are classic without being dull, golf shorts to wear with a cool shirt, swimming suits with more diminishment than they've had in years.

The real bikini, and near relatives. Seated opposite, sub-sea, a tank suit, inching away at the middle—snug trunks and top of blue knitted wool and Helanca nylon, for the serious swimmer and snorkeler. By Margaret Pennington; about \$30 at Bonwit Teller; Julius Garfinckel; Neiman-Marcus. Above, a bikinier suit of pink and white checked cotton, rickrack-edged. By Lanz, of Dan River fabric, in junior sizes; \$23 at Bonwit Teller; Burdine's. Below, the ne-minus-ultra of Riviera bikinis—this, only for the young and Ondine-ish—in green and white poppy-printed cotton. By Polly Hornburg, of a Fuller fabric; \$18 at Saks Fifth Avenue.





Swimming suits with pro standing

For women who vote wet on the swimming question, two new versions of the tank suit—one softened, one demi-sleeved, both devastating. *Left:* Tank suit of tournament calibre, shouldered with little free-stroke sleeves. Also shouldered here: Buster Crabbe, whose watery achievements include serving as a vice-president of Cascade Pools. The suit, U-necked, blue and green nylon matelassé knitted with Lastex, by Jantzen; \$20 at Altman's; L. S. Ayres; Meier & Frank. *Right:* Backstroking tandem with Mr. Crabbe, this feminized tank suit with camisole bodice, elasticized pants. Nylon tricot jersey, flower-printed in red and green, with red piping at neck. By Catalina, of Iselin-Jefferson fabric; \$18. Best & Co.; Famous-Barr; Joseph Magnin.



Clothes with pro standing—

Clothes on the ball, and two great ball players—Harry Cooper (called “Lighthorse” by Damon Runyon) who has won more than fifty golf tournaments, and William Talbert, seven times a member of the American Davis Cup Squad and five times its captain, whose new book, *Playing for Life*, tells of his triumph over physical odds. *Opposite*: Two tennis dresses, both white (this, practically a court order). Far left, a one-piece dress of Arnel sharkskin with pleated skirt. An American Golfer; about \$13. Near left, a two-piece dress of cotton piqué, buttoned together at front only. By Cabana; about \$23. Both dresses at Best & Co.; Joseph Horne. Dotted sash at Best & Co. *This page*: Matters of course—shirt, shorts, and the famous Lighthorse grip. The shirt, knitted white cotton; by Ship 'n Shore; about \$3. Shorts (permissible on most courses—but better ask), khaki Dacron-and-cotton, well-pocketed. By Evan-Picone; about \$13. Both at Altman's; Burdine's; Sakowitz. Shoes and equipment: Abercrombie & Fitch. Sunglasses, black-framed, by Ray-Ban; Kobley & Stern.



This page: A particularly pretty way to be cool in the sun, warm in the shade when the weather is, delightfully, the reverse. The squared-off sun-back of this white rayon sharkskin sheath takes cover under a Ming-blue cashmere cardigan outlined by two strips more of sharkskin. By Vera Stewart, about \$145. Bergdorf Goodman; Neiman-Marcus; I. Magnin. Monet earrings. *Opposite page:* An open or shut case for the cardigan with pull-over possibilities. This one, of beige Zefran-and-linen (tireless, unmussable, easily washed), has a neatly clipped waistline, a low-rolling collar. By Goldworm. About \$18. The ring and sweater are at Bergdorf Goodman. Sweater, also at Montaldo's; I. Magnin.

Sweaters
to dress by



What it takes to pull good looks together... the invisible accessory flair that men remember women by

There's lipstick, of course, and most women wouldn't cross the street without it. But when it comes to the really telling cosmetic impressions, perfume is possibly the one with the highest memorableness-quotient. Books and movie scenarios, for example, are cluttered with instances of male heartbeats that skip at even the suggestion of a remembered fragrance; years after the fact, grown sons recall how delicious you smelled the night of such-and-such a party—and ring you up long distance. Slicing clean through the layers of nostalgia, the poet, Paul Valéry, stated the case for perfume this flatly: "For me, a woman who wears no perfume has no future."

The point is, while perfume doesn't actually make the world go round, it does stir up quite a whirl. What's mystifying in view of this is that women with even an inkling of its persuasiveness don't cleave to perfume as if it were blue-chip stocks. Instead, they make these mistakes: They think perfume is for galas—which it is, but not solely. Or they suspect there's something a bit too larky about perfume at high noon—wrong, wrong, wrong. Would you *not* wear lipstick at noon? Or stockings? There's also the mistaken idea that one gets perfume like pink diamonds—by inheritance or by being on someone's Christmas list. One of the best ways we know to get perfume is by buying it yourself. The obvious advantage here is that you are sure to wind up with a perfume you like. Or you will if you buy properly. Meaning: don't sample more than three fragrances at a time. More than that throws your olfactory sense into a perfume-tizzy. Don't sniff directly from the bottle, either—you'll get nothing for your effort but the alcohol fumes that go into perfume for the purpose of carrying its bouquet through the air. Correct technique is to rub a few drops on the inside of your wrist. Inhale, exhale, and go on to the next scent—this, on your other wrist. Good spot for a third try-on: the warm crook of your elbow. What you arrive at by this route is a true picture of at least three perfumes, their message for you, and their potential audience rating (chances being, that the perfume you find irresistible on yourself will have a similar audience reaction). Undying woman-perfume friendships often begin at the perfume counter, in fact.

Another failing is the unfortunate tendency to *overestimate* the power of perfume—not even the heaviest has a life-expectancy of more than four hours, which is what makes those lipstick-size flacons such a blessing. Nor will a couple of drops of perfume behind the ears do much in the way of scintillating the atmosphere. More effective perfume-sites: insides of elbows, wrists, temples, nape of the neck, décolletages, backs of knees. And a perfumed pat on the head is pure heaven for the man you're dancing with: hair and perfume have a natural affinity for each other—hair oils tend to act as perfume-fixative and keep the fragrance wafting about for hours. (An atomizer, by the way, is what you want here.) Further, don't expect bath oil, cologne, or toilet water to do a perfume-size job. They work with, not in place of. This way: oil in the bath—or directly on you if you shower. (Some bath oils, incidentally, match perfumes. In any case, finding one that blends pleasantly with your favourite perfume is as simple as asking for it at the perfume counter.) Cologne or toilet water—for the most part the terms are interchangeable—comes next, is rubbed or sprayed on like a second shower. Now, with a bath oil and cologne as base, your perfume really has something to cling to.

One final perfume-misunderstanding we'd like to clear up: Is it or isn't it expensive? Well, the smallest size of one of the most expensive kinds costs \$10, and, used regularly, should last about a month. Broken down, that's roughly thirty-three cents a day. A small price to pay for memorableness, if you want our opinion.

Paris night-line; riveting red

A dress from Paris,
opposite, that could be worn for
a twelvemonth of galas.
Berry-red silk crêpe with square
décolletage and straps, a skirt
narrowed to the span of a step,
a sometime stole. Photographed
in Paris, at the house of
Mr. and Mrs. Arturo Lopez-Willshaw.
Dress by Dior;
in America at I. Magnin;
Holt Renfrew of Canada.
More riveting red:
the lipstick, also by Dior,
in a shade called, cryptically, 8.





Family boating, 5 big Yachts— off Southern California

Slick-lined, beautiful, comfortable, all five of the yachts on these and the next two pages cruise with families aboard in Californian, Mexican, Hawaiian waters; four out of five race in the big Pacific races.

Right: Mrs. Scripps, slender and blond, usually sails with Mr. Scripps and their three children on this auxiliary ketch, a husbandly wedding present nineteen years ago. (Mr. Scripps, owner of a chain of West Coast newspapers, spent much of his youth with his grandfather, E. W. Scripps, that powerful-minded man who ran *The Cleveland Press* into a string of papers so profitable that he could boss them from his ranch at La Jolla, and gave money and his name to a whole group of enterprises, including Scripps College and the Scripps Institute of Oceanography.) Facts about the "Novia del Mar": can fly 10,500 square feet of sail, takes ten to fifteen men to put the sails up, can sleep fifteen during racing, has two full-sized bathtubs, can pack seven hundred and fifty pounds of meat in the deep freeze, can stock enough food for a five-month cruise for ten people without restocking.

Opposite: Mrs. Milland, a good-looking, sunny woman with light-blue eyes, rosy tan, and grey-white hair, spends weekends and summers with her family on this twenty-foot motor cruiser. When Mr. Milland is neither acting nor directing, when nineteen-year-old Daniel and fourteen-year-old Victoria are not at school, the family pleasure is water skiing, fishing for marlin and sailfish.

Note: Mrs. Milland's cruising shirt and pants are cotton in Coast Guard safety colours—shades of orange and yellow. By Masket Bros. At Altman's; Frederick & Nelson.

MRS. RAY MILLAND
on the Millands' motor cruiser, "Marada"



MRS. JOHN PAUL SCRIPPS
on the Scripps's ketch, "Novia del Mar"



MR. AND MRS. IRA PRENTISS FULMOR
on their yawl, "Criterion"



MR. AND MRS. HOWARD AHMANSON
on their ten-meter sloop, "Sirius"



Family boating *continued*

Far left: Mr. and Mrs. Fulmor on their sixty-one-foot yawl now in training for the Trans-Pacific Yacht Race. With their former boat, "Staghound," Mr. Fulmor won that race twice, the only two-time winner; this year he is Commodore. Facts about the "Criterion": designed by John Alden, it takes 18,600 square feet of sail, has an extra sail of blue-and-white striped nylon. During the summer the Fulmors and their four children live aboard, with Mr. Fulmor commuting from his business in Glendale to the mooring at Howland's Cove, Catalina. *Centre:* Mr. and Mrs. Howard Ahmanson, donors of the Ahmanson Cup for high-point ocean racing, spend a good deal of time on the "Sirius" with their nine-year-old son. Built in Norway, this boat, known sometimes as the "Grey Ghost," won the Ensenada race in 1955, 1956, and 1957, the Whitney trophy in 1957, and the Ahmanson Cup in 1958, all for ocean racing.

Left: Mr. and Mrs. Valentine, both handsome, a notable characteristic of the ten owners of these five yachts, use their sixty-three-foot ketch mostly for family sailing with their four children, although the "Kawamee" won Class B in the 1955 Trans-Pacific Race. Designed by Sparkman and Stephens, who drew the plans for the "Columbia," winner of last year's America's Cup Race, the tall "Kawamee," sometimes called "the three-storey boat," has three double staterooms, an enormous engine room, and carries two fishing skiffs, one an eight-footer, the other a fifteen-footer.

MR. AND MRS. WILLIAM WINCHESTER VALENTINE
on their auxiliary ketch, "Kawamee"

Vienna

“It is impossible to write about Vienna without espresso bars and the glint of new glass buildings.” Impossible?

After an absence from Vienna of exactly twenty-one years, this writer came, or went, of age there again this June and stood surprised that so much, in spite of all the vicissitudes of a war, a severe loss of manpower, a revalued money, and a Four-Power occupation, remains the same.

A second thought shrugged some of this astonishment away. Is there not every reason for Vienna to remain the same, when a cursory glance at the map suggests that it should not still be there at all? An imperial city of such size and grandeur capitalizing a country the size of Ireland?

Yet a third thought insisted that Vienna still commands an important place in the trade-stream of the Danube and among the protective foothills of the Alps, and that not only do many rail arteries lead through Vienna, but also many arteries of thought. The mirage is, on the one hand, built of heavy bricks and mortar and plaster and iron, and on the other, it still leads the world in many of its products and attitudes. Huge relic of the vast Austro-Hungarian empire, with its heavyweight buildings and great æsthetic wealth, it persists in persisting; and the fabric is crammed full of the living Viennese.

Crammed? Wrong. One of the immediate pleasures of this great city is that there is space to move about, in that its traffic problems are comparatively simple and one may walk the pavements jostling neither elbow nor eye; a great pleasure, to look along a street spattered with an invigoration of people, yet seldom crowded. One may, indeed, stand and talk on a main street pavement for several minutes on end. One may—but one does not, for the cafés and the coffee are ubiquitous and splendid.

At first feel—as one may be landed in the centre, somewhere near the Stefansdom and the Kärntnerstrasse—the city can seem weary, heavy, airless, and leaden grey. The buildings here are high, grimy, enclosing, and the prevalent dark grey could well do with a lick of paint. But stroll on, and one suddenly sees that beneath so drab a patina lie the lines of a superb baroque palace, or of an arch with a fine white rococo ceiling leading to a memorial courtyard; that the narrow *Gasse* abruptly develops into a small square with a green-domed church; and that then—suddenly, the whole place opens out on to wide boulevards lined with not two but often six rows of limes and planes and maples; boulevards flanked by parks and gardens, with the largest concatenation of imperious, imperial buildings in Europe. It is the Ring.

The Ringstrasse, together with the Danube Canal quay,

circles the old, closed Vienna. One hundred years ago the old well-tried fortifications were pulled down—they had been well-tried by besieging Turks and by the later love of the Viennese who strolled there in the Biedermeier evening—but in the mid-nineteenth century the city was expanding greatly and, in any case, without such high road blocks, cavalry could police the place better, and the more so after the 1848 uprising. Much of the earlier glacis now remains in the parks and gardens and causes the very breadth of what is one of the most remarkably spacious of capital boulevards. Red and white trams (*not* to be discontinued) jolly along in the lime-y shade; what is known as “Ring” architecture, what we would call Victorian romantic architecture, is comprised of a pair of huge mixed-Italianate museums, a neo-Greek Parliament house, an enormous, dark, lacy Gothic city hall, the wedding-cake Burgtheater, and much else—and always the vast *fin de siècle* eagle-surmounted wing of the Imperial Palace (Hofburg) protruding from the already large main body of the Palace behind. Great size is paramount. It is bewildering. But it does not dwarf, for the boulevards are spacious and the gardens multiply around. Twenty-one years ago, in the middle of the night, I drove a horsecab round the Ring, with the driver, smoking a long wine-soaked cheroot, inside. Today, mightily fallen into middle age, I walked it; and spent the evening with my feet in a bath of cold water. The distances, the grandeurs, are great.

Red and white trams, rose-and-white striped pedestrian crossings, and the many mirrored furlongs of crimson and white gilded rooms in the late Emperor’s palaces—red and white and gold were favoured imperial colours (though the standard was black and yellow), red and white make up the present Austrian flag, and altogether its mark on the eye against green of trees and grey of plaster is considerable. Occasionally, too, an old burgher’s house is painted the hard golden yellow of Schönbrunn palace—“Schönbrunn yellow” it is called—and occasionally, as with the immense Albertina building, or the Michaelertrakt, or the lovely white National Library, the stone or plaster has been cleaned and stands fresh. Beer- and winehouses are painted green, the postboxes are yellow, the police have dark-green uniforms, the postmen stride about bright-blue with orange tabs, and gradually as these and the roses and the cream-cake-filled shopwindows catch the eye, the city assumes its particular colour pattern.

Whiffs of incense, hot plaster, and Egyptian-smelling cigarettes seem to be the prevalent smells. Coffee, whipped cream, hockish white wine, paprika and, curiously, boiled beef (*Rindfleisch*) are the tastes. (The *Schnitzel*, as we know, hardly tastes, unless it is a *Kaiserschnitzel* larded with ham and Emmentaler cheese.) Mix into these colours and smells

By William Sansom

now

An excited surge of feeling about this "Imperial City,"
its character detailed, its pleasures amusingly noticed—
the observer, the talented English novelist who lovingly wrote
the recent travel book, "Icicle and the Sun."

the rumble of motor traffic and the grinding of trams, and the sound of the piece of music, great or small, that you last heard in this most superficial and profound of musical cities; add the omnipresence of glittering gaswork-heavy baroque *Prunk*; place these impressions against miles and miles of pavement and caryatid-encrusted nineteenth-century building; and sprinkle with the sense that although few people are rich there is a feeling somewhere of ease in most pockets—at least wine and beer and black coffee are cheap—and you will begin to feel some of the quality of this monstrously pleasant mirage. *Prunk* is a nice word, used for a showroom in a palace: "pride" and "hunk" combine in our ear to give a phonetically exact description of baroque.

And the mirage Vienna still leads the world in a number of quite perceptible matters: in music, orchestral and operatic; in *haute école* riding, with the celebrated Spanische Reitschule; in the hanging of pictures, with the new light-absorbent grey walls of the Museum of Fine Art, where Breughels and many great Flemish paintings are seen so clearly under a specially diffused toplight; and in other lesser and simpler matters like the serving of coffee and, via Hungarian craftsmen, the making of boots. The serving of coffee—because in any of the large cafés, among red or green or coffee-coloured damask walls and beneath a brilliant chandelier the size of a small cow, among polished woods and plush and good brass fitments, you may order for your little marble table *Kaffee mit Schlag* (milk-coffee with whipped cream), or an *Einspänner* (black coffee in a glass with whipped cream), or three or four varieties of black coffee, or a *Mélange* (half coffee, half milk), or two other kinds of milked coffee called *Schale*, either "gold" or "light," or a *Kapuziner* with more coffee than milk, or an *Eiskaffee*, which is cold coffee with a vanilla ice and whipped cream and, on the side, *Staubzucker*, a special kind of sugar, fine as white dust, as a final discrimination. All this for about a quarter; while several glasses of fine, clear, mountain-spring water and all the current newspapers and illustrated magazines are brought to you without your asking, following a gracious old convention the purpose of which was to assert: "Pray do not order anything else. Please be at home here in this café."

And I mention the making of boots, because in former times the well-dressed Englishman would always send to Vienna or Budapest for his boots, and the fact remains that, with all the troubles since the Austro-Hungarian Empire broke up, such elegancies have been retained—a man can still go tattered into the fashionable centre called Graben, get a shirt and a suit at Knize's, shoes at Nagy's, go round the corner for a hat at Habig's, sock himself at Stone and Blyth, and emerge as fastidiously dressed as anywhere in the

world. And his lady will do equally well at any of the big *Mode* houses, like "Elegance." These small excellencies are pointed only to emphasize that the greater achievements, like the rebuilding of the beloved Opera and the Stefansdom, are not fountains in the sand but summits of a rock of fine taste; rock sometimes a little sweet, a little pepperminty to our more austere taste, but nevertheless of a texture most solid.

Such fine taste has, of course, its historical reasons. Vienna is often criticized for living in a state of illusion, for living in the past; for bookshops too filled with double-eagled romance, when the waltz is really over. I very much wonder. The waltz still echoes from every second car radio and in half the theatres and winehouses; and is it at all reasonable ever to suppose a people should forget the past—particularly since the ostrichy, human, pain-hating habit is to remember mostly the pleasurable? Apply the test to England, France (or Everyman's youth)—all preserve, in memory, the best. It can be overdone and become a malady; but with Vienna? With a constructive people who built in the 'twenties the Karl-Marxhof workers' settlement—nearly a mile long, to house 5,000 people, mostly in two-room flats, with free steam-laundry, for a rent, now, of just over four dollars a month—and have since continued similar projects on a very large scale: with a municipality that has just built the biggest hall in the world, the new Stadthalle; with a Fine Arts department which renovates museum-palaces not with ersatz gold paint, but with blinding thick pure gold leaf?

The Viennese may rightly be called soft and pleasure-loving, but so are the Italians, who turn out also to be great engineers. There is, and not only by chance, a persistent echo of Italy on the Viennese air: the smaller grocery shopwindows have a crammed helter-skelter Italian look, and words like Trieste often pop up in the older buildings to remind one how near, how far the Adriatic is. "Admiral Count Montecucoli has ordered the dreadnought 'Szent Istvan' from Pola to Zara"—an Austrian battleship with a Hungarian name called from a Küstenland port to a Dalmatian position by an admiral with an Italian name . . . it is all not so long ago.

The internationality of the old Empire is still much reflected in contemporary Vienna, which too many minds lazily connect with *lederhosen* and the Tyrol. If you stand on the Kahlenberg height, that convenient and pleasantly wooded foothill of the Alps about fifteen minutes above the centre of the city, you may first look down at the domes of the capital and then turn an eye on hills where Czechoslovakia is only thirty miles, and Hungary forty miles, away. Within a small area in the Inner City, one may take a glass of *Badacson* at Pataky's (Hungarian) Restaurant, stroll to the Bukarest for a slice of pickled Rumanian carp, (Continued on page 132)





Figure conference— for women on the move

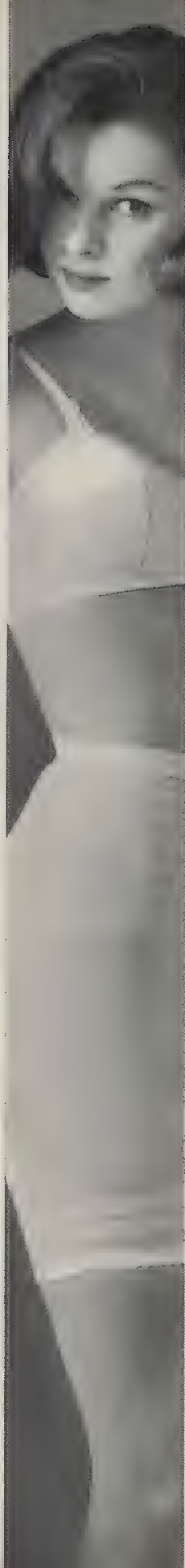
For summer sun-backs: this white strapless brassière of nylon lace. By Miriam Gates. \$6. At Lord & Taylor. A white nylon power net girdle cut to free legs at front. By Nemo of Du Pont nylon. \$6. At Altman's.

Soft support for summer dresses—this white petticoat and camisole of drip-dry eyelet cotton batiste. The petticoat is lined with white Avisco rayon. By Saramae. Camisole, \$7; petticoat, \$11. Saks Fifth Avenue.

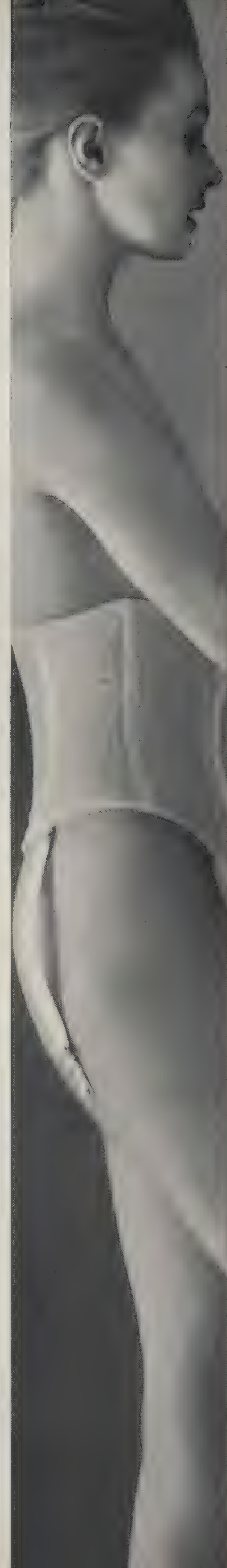
New clothes necessity: the well-defined waist. To achieve it: white waist-whittler that trims without cutting. Of Dacron leno elastic, with blue nylon satin and lace. By Lady Marlene. \$5. At Bloomingdale's.



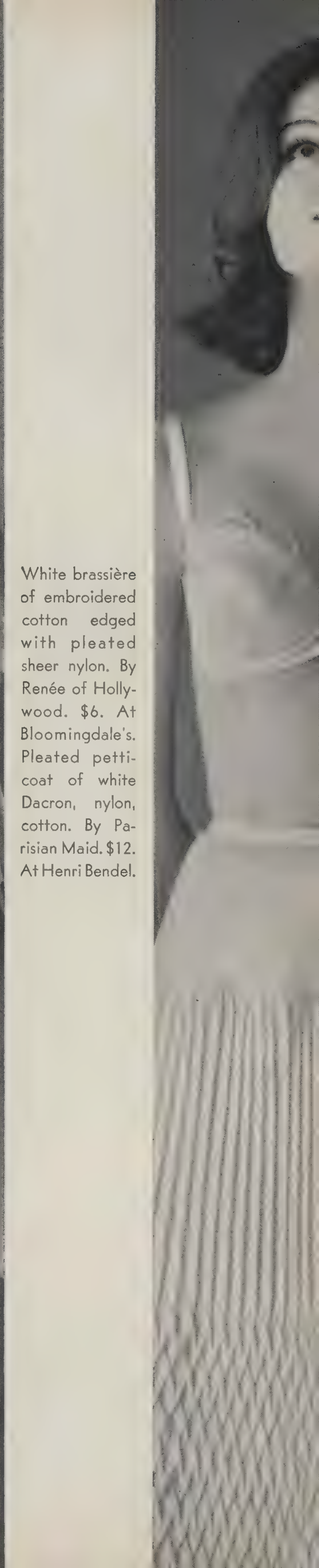
Smoothing the way for this summer's backless dresses is this white nylon power net all-in-one with wide-set straps, front and back panels of embroidered elasticized nylon marquisette. By Gossard. \$23. At Best & Co.



White embroidered cotton brassiere with sides and back of broadcloth woven with Vyrene. \$4. To smooth the pants situation, a long-legged white pantie girdle of nylon power net. \$6. By Peter Pan, Macy's.



Highly respected in waist circles is this one. Of white nylon lace and elasticized nylon marquisette with front hooks, detachable garters, it curves under the bosom. By Formfit. \$6.50. At Arnold Constable.



White brassiere of embroidered cotton edged with pleated sheer nylon. By Renée of Hollywood. \$6. At Bloomingdale's. Pleated petticoat of white Dacron, nylon, cotton. By Parisian Maid. \$12. At Henri Bendel.

VOGUE PATTERNS

Summer evenings—
flowers
in print

Three, here, from this summer's crop of flowering prints. All of them—set to bloom any evening now. *Right:* The sleeveless blouse (Vogue Pattern 9729) is scooped slightly at front, has a deep-V neckline to make a point of the back. The skirt (Vogue Pattern 9735) has a flare of box pleats, which cross over in front at the waistline. Green and white Egyptian cotton by Everfast, Everglaze crease resistance. Mademoiselle shoes.

BLOUSE: VOGUE PATTERN 9729
SKIRT: VOGUE PATTERN 9735



VOGUE PATTERN 4003

VOGUE PATTERN 4977

Left: A camisole, on or off shoestring straps, joins the gathering of its full skirt at the waistline. Vogue Pattern 4003, in red, blue, and white cotton lawn. Riche-lieu necklace; I. Miller shoes. Colony patent leather belts, here and opposite. *Right:* Sleeveless bodice with squared-away neck-line, stemmy skirt, and a scarfed sash. Here, in red, brown, and white pin-point cotton piqué by William Klein. Vogue Pattern 4977. *Back views, sizes, page 134.*



Beige denim chalked with stitching—a dress to make summer kitchens seem almost as palatable as summer gardens: no sleeves, no buttons, and the neckline's a pair of cool V's. \$18. At Altman's; Neiman-Marcus.

Gardener's idea of pro clothes—lots of pockets, wide, non-interfering sleeves, bicycle-clip tabs keeping things tidy at ankle-level. Both: beige denim. Top, \$18; wrapped pants, \$19. Altman's; Neiman-Marcus.



The deep denim country

One of the great denim attractions, we think, is its knack of turning on the charm—even where there's work involved. Here, in denim, a gardener's idea of how a gardener ought to look (and Vogue's view of how even non-gardeners might look in the country), all based on the sensible theory that work clothes should be no work themselves. Everything wraps, ties, onetwo-three. These woman-saving designs are the idea of Esther Larson, Vogue fashion artist, who not only invented them, drew them for these pages, but also wears them herself when she works a pair of 18th-century herb gardens attached to The Captain Paul House—her place in Connecticut, for which this collection was named.

Short overalls in beige denim, two parts. Plungey top, wrapped to the back; Jamaica-length shorts—with catchall pockets—tied at the front. Shorts and top, each \$14. The costume, at Altman's; Neiman-Marcus.

Above: Turquoise denim halter-top dress for gardening, sunning, cooking—for any situation that calls for looking cool when the heat's on. In fabric by Avondale. \$20. From Bergdorf Goodman; Neiman-Marcus.

GOSSIP

MEMO ON

TRAVEL

A special for the opening of the new St. Lawrence Seaway: the Fjell-Oranje, a Dutch line, is sending its new flagship, "Prinses Irene," on a voyage from Rotterdam to Chicago, with a stopover in Montreal to take on Canadian and American passengers. The big celebration at Montreal's St. Lambert lock is on June 26 with the chief guests H. M. Queen Elizabeth and President Eisenhower. After that, the ship leaves for Chicago, arriving seven days later. (The inaugural can best be seen from a ship's deck, and this ship is particularly comfortable.) Fully air-conditioned, this one-class freighter has room for only one hundred and fifteen passengers. Although the fare is usually \$290 up, for seven days on the Seaway, the inaugural price is \$480. Write to Georgian Bay Line, 118 West Monroe Street, Chicago 3, Illinois.

A new Californian beauty spa, the Golden Door, has opened at Escondido, about two hours from Los Angeles. The guests, all women, are put on working schedules that include aromatic vapour baths, swimming in a ninety-degree pool with whirlpool action, and the usual steam cabinets, facials, posture exercises, and, of course, make-up lessons. It is all run on a small scale, the fourteen guests living in the main house which is curved around the U-shaped pool. Naturally, diet is important—the vegetables are all grown in organic gardens. The cost: \$350 a week.

Sports cars are racing at Lime Rock, Connecticut, a village so small that the store is the post office, and there isn't even a gas station. The curvy, compact, road-racing circuit, a mile and a half around, is somewhat like the course for the famous French race held at Le Mans. About 10,000 spectators come on racing weekends, sitting on the grass, picnicking, while the racing goes on. Note: The National Championship Race of the Sports Car Club of America takes place here on July 4.

Some extracurricular pleasures, open to the public, at college summer sessions across the country: The University of Washington at Seattle has an attractive billboard for their Arts Festival, July 27 to August 21. Dr. Stanley Chapple, director of the Opera Theatre, will conduct Puccini's *Gianni Schicchi* and Mozart's *Impresario*; the Henry Gallery will show Northwest artists, and the Hungarian String Quartet will give two concerts—one on August 5, the other August 13.

The billboard for the University of Colorado, at

Boulder, concentrates on Shakespeare the first two weeks of August: in the Mary Rippon Outdoor Theatre, the company are to do *Macbeth*, *A Midsummer Night's Dream*, and *Richard II*.

The Wisconsin Players at the University of Wisconsin (in Madison) play *Two Gentlemen of Verona*, *Detective Story*, *The Cocktail Party*, and *The Glass Menagerie* consecutively during July and August. The campus, by the way, is beautiful, the lake right for swimming and boating. (Among the less intellectual joys is the 602 bar on State Street, where schooners of beer cost twenty-five cents, and long sticks of spiced beef are called Slim Jims.)

For the first time, Barnard College in New York City will sponsor a series of plays (July 6 to August 15) in its model theatre, the Minor Latham Playhouse, fortunately air-conditioned. The director of the project is Mildred Dunnock, who manages to combine teaching drama at Barnard with important rôles on Broadway and in the movies. (She played Big Mama in the Tennessee Williams play *Cat on a Hot Tin Roof*.) Plays by Wilder, Sartre, Williams, and Arthur Miller, will feature twelve, young, non-equity professionals as well as students from the Drama Workshop—most of them hoping that Broadway and Off-Broadway producers will scout as far north as 119th Street.

To celebrate its hundredth birthday as the thirty-third state, Oregon has a high elation, the happy result of its June fever of festivals: a Strawberry Festival at Hillsboro, a Centennial Regatta at Portland which will also have a summer-long International Trade Fair with ten acres given over to the International Garden of Tomorrow. (The garden will have flowers of today from all over the world.) The drama peak will be the production of the June Erickson play, Go Ahead, Joe Meek, set in Washington at the time of the debates in Congress over Oregon statehood. The place: the Fir Acres Theater at Lewis and Clark College. The dates, July 8 to 18.

For a summer on a shoestring: this bedroom, mostly from a hamper

Opposite: Out of the wicker hamper at the foot of the bed came most of the prettiness brought out from town to rev up the bedroom of a rented country summer place. Unhampered: the linen theatrical gauze that makes the canopy; the bedspread; the Japanese straw matting that covers the floor and shades the window; the bright green hop-sack table cover and chair pad, and the small finery on mantel and tables. The dog made the trip on top of the hamper, which now holds extra blankets and linens. The before-and-after story of this hypothetical bedroom is on page 126. It was planned with Vogue by Albert Hadley of McMillen, Inc., to show the ease of translating one thoroughly impersonal room of a country house into a room that belongs completely, if temporarily, to its Memorial-through-Labor-Day residents. Fifty pretty shoestrings you might take in your own hamper to enhance your summer are illustrated on pages 122-125.

VOGUE'S FASHIONS *in* LIVING



Summer on

Fifty fillips that add up to more dash than cash—for a rented summer house, a beach cottage, or even a city apartment with the windows open.

Recommended destination for the things shown here and on the next three pages: a rented country house. Meant to return their dollar's worth many times over in comfort and pleasure, everything illustrated has been picked with one eye on the price tag (average price for all fifty is roughly \$8.25), the other on decorative convenience. Though dressing up a summer rental is the theme, there's no reason why anything here couldn't refresh other seasonal circumstances—two weeks by the ocean, or a "summer place" that's really the same old winter apartment with the radiators turned off.

1. Lightweight Japanese kettle with wicker-wrapped handle is gold-coloured anodized aluminum (no pot will ever call it black). \$12.

2. A rather special black iron hibachi, complete with raisable grill, little vent doors, wooden handles, and block base that will sit on a dining table without leaving a scar or snuggle securely in the sand. \$11.

3. Dansk teak trivet tray comes with three blue glass baking dishes, can hold nine, is wonderful for transporting individual servings of eggs, or an hors d'œuvre assortment. \$15.

4. To tote towels, Thermos, and other summer go-with-you's: this roomy Austrian butcher basket, flexible straw, lined with blue and white cotton print. \$6.50.

5. Fringed Martex beach towel: brown, pink, blue, red, and white stripes; 36" x 32". \$6.

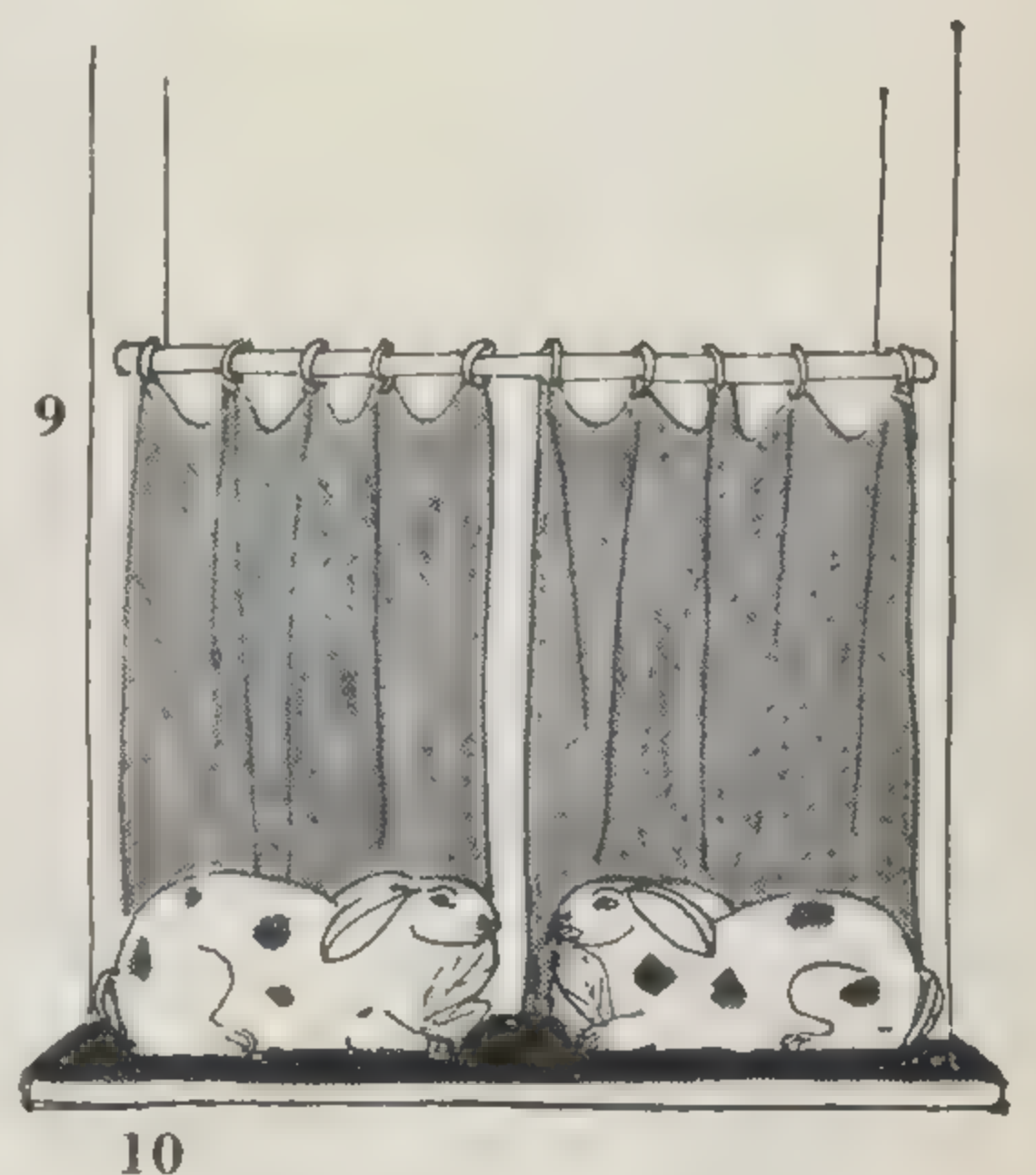
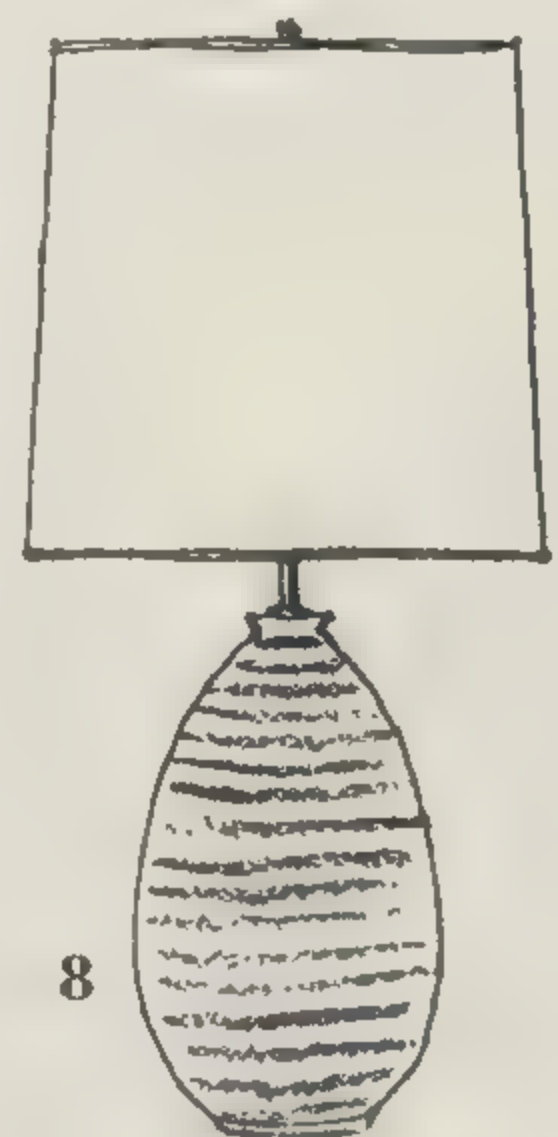
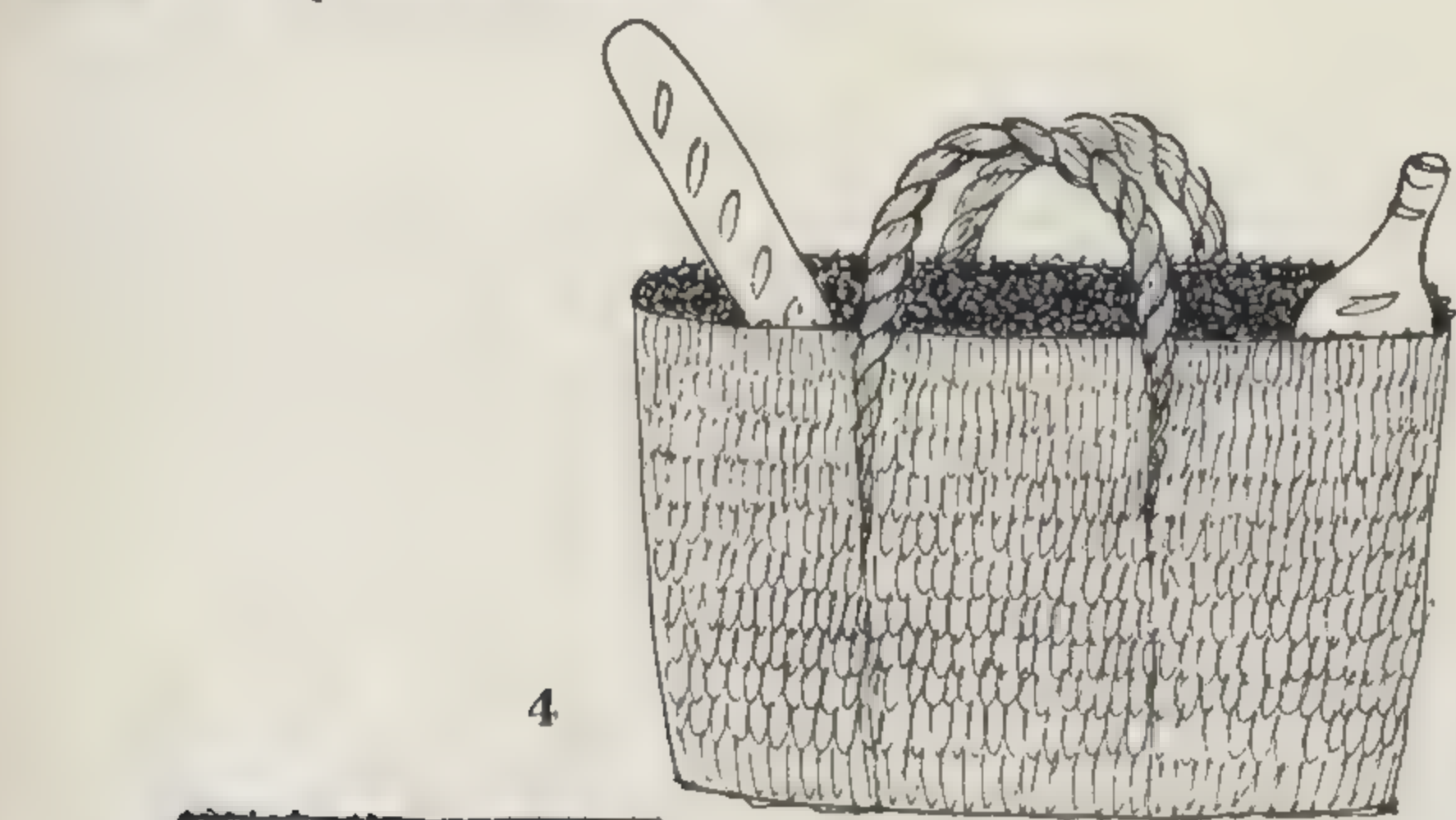
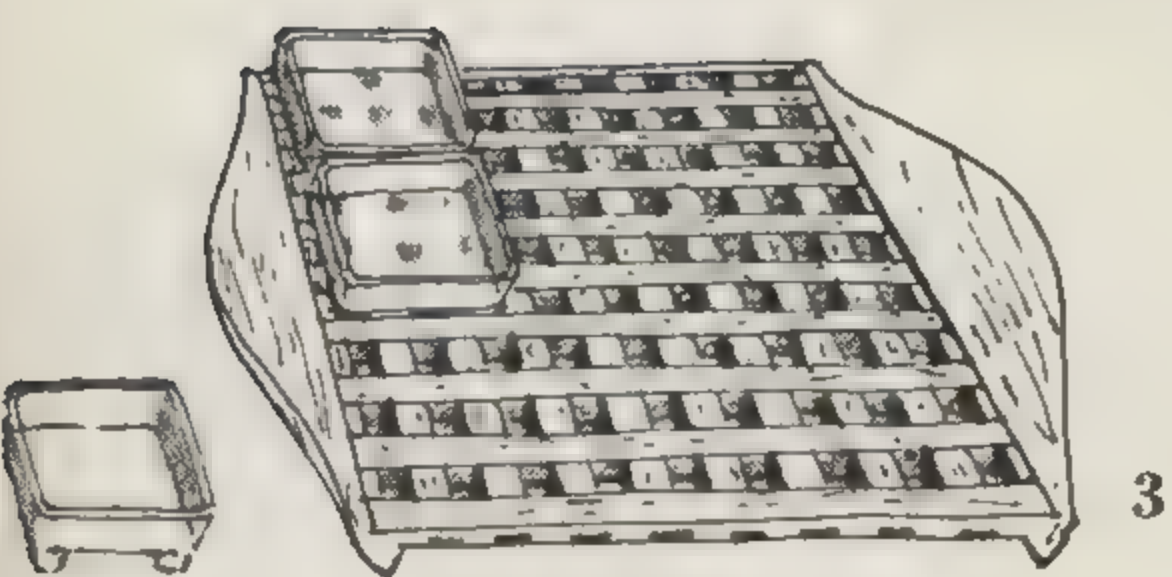
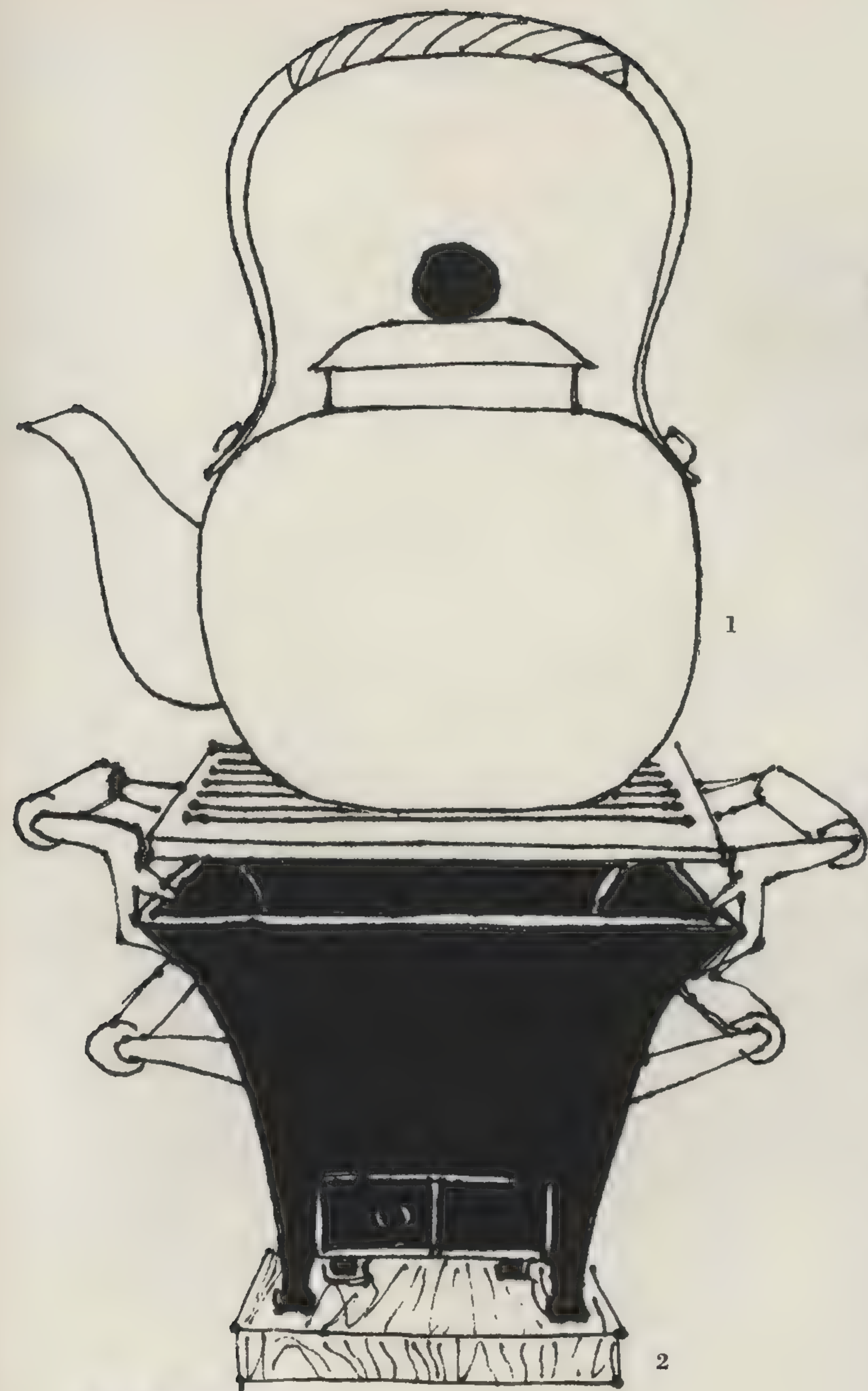
6. Cool rest for a back, steel frame criss-crossed with woven reed, for car, beach, or overstuffed furniture. \$3.

7. Gripping idea for towels, guest and beach, as well as magazines, a miniature Japanese wooden kimono rack, 23" high. \$6.

8. To throw welcome light on a rented house: an extra lamp. (Somehow the owners never seem to leave enough good ones behind.) This, antiqued white Hydrocal, melon-shaped, with a white shade. \$13.

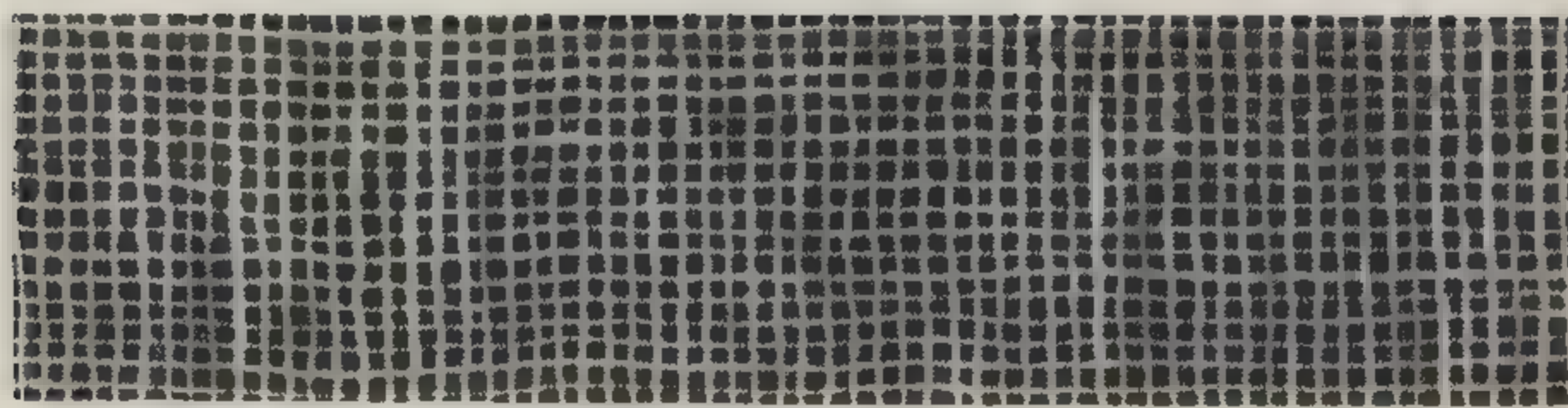
9. Burlap café curtains in eight marvellous colours, pair 30" wide each side, 30" and 36" long, brass rings sewn in, ready to hang dramatically in any number of summer window situations. By Stone-Cline. \$3 the pair.

10. Munching permanently green ceramic lettuce beneath them, a pair of rabbits, white spotted with black, pottery reproductions of eighteenth-century porcelain. \$15 the pair.

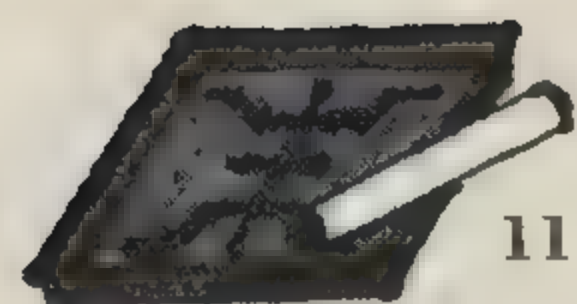


a shoestring

15.



16.



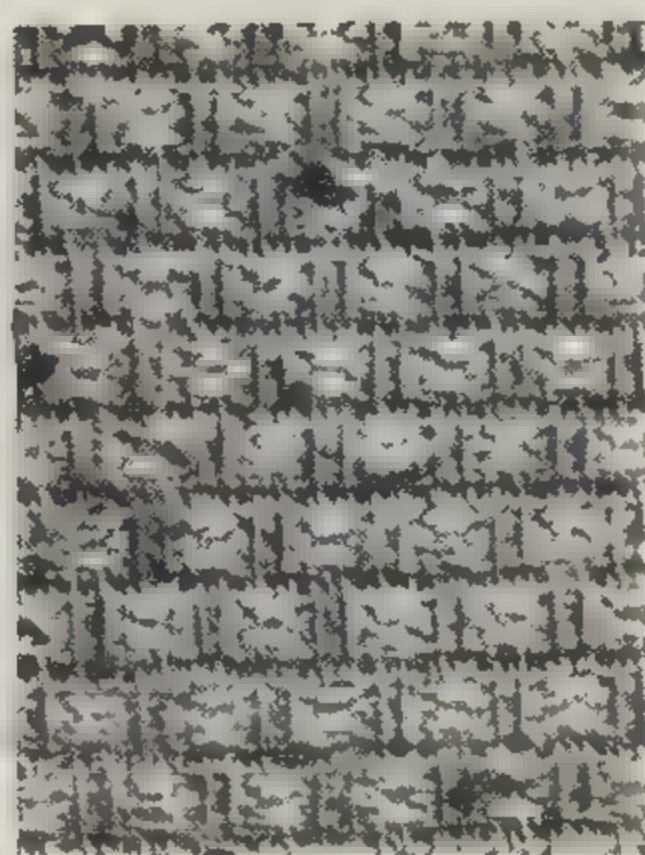
11.



12.



13.



14.

11. An ash tray that holds its own is a comfort in the open spaces. This one, really a Japanese cooking dish of heavy, patterned, moulded iron, once put won't budge from its place in the sun or anywhere else. \$1.

12. Latticed and square, with a rope edge, a small straw basket in which, for instance, to pass the bread. \$3.50. Here it displays pottery fruit that won't go bad and will go well with the summer atmosphere. \$6.50 the piece.

13. Big bark basket, shown with plant, is also good for fireplace wood. The bark, Italian. The bite, just \$11.

14. The bright green hop-sack fabric that covers a table on page 121 combines cotton, silk, and rayon; 38" wide. \$2 the yard.

15. Natural Belgian linen gauze makes a filmy canopy for the bed on the Fashions in Living cover, might also be the basis for diaphanous curtains or a dressing table skirt. By Van Arden, 36" wide. 79¢ the yard.

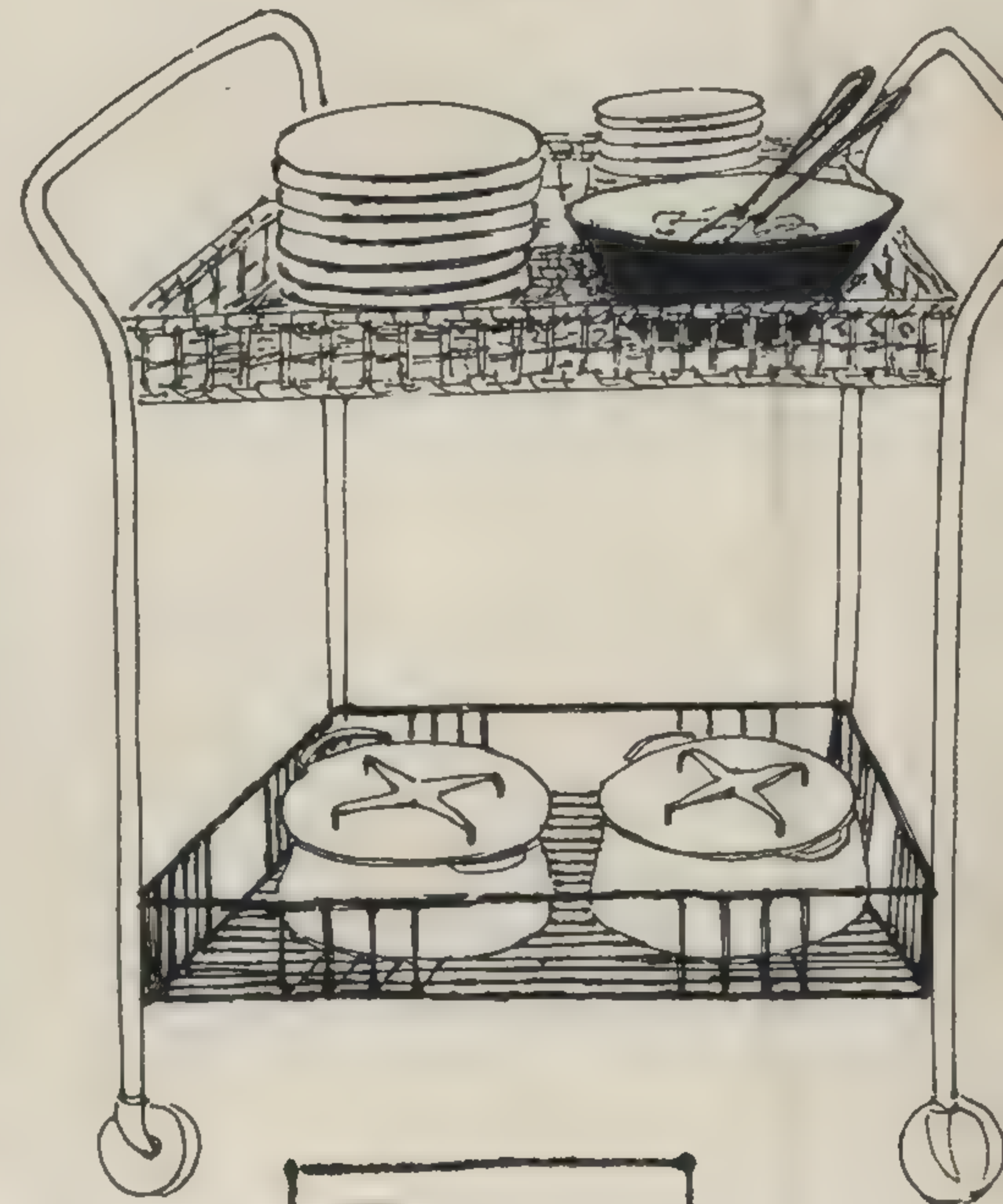
16. To mask an unseemly corner, to provide a dressing area, to point up a decorative theme, a screen is an adaptable asset to bring along to a summer place. (In the bedroom on page 121, the three-panel painted cardboard screen picks up the blue of the ceiling.) The one on this page is covered with "Foulard," a flowered Woodson wallpaper in red, white, and blue. The screen, 51" x 65"; \$10. The wallpaper, 28" wide, to order.

17. The Dane Ho serving cart could roll a whole meal plus the table setting materials to the terrace. Its varnished brown rattan basket top shelf, and white, black, tangerine, or turquoise enameled metal frame and bottom shelf come unassembled and weigh just 16 pounds for easy travelling. By Tropi-Cal. \$25. In the basket, pretty and summer-sensible, Iroquois "Impromptu" china, practically breakproof, completely ovenproof, pure white. \$5 for 5-piece place setting. (Shown with the china, your own salad bowl, broken-in for the salad days.) In the bottom shelf, two Dansk casseroles, red outside, white inside, with a cover that can perform as a trivet. \$13 the four-quart size.

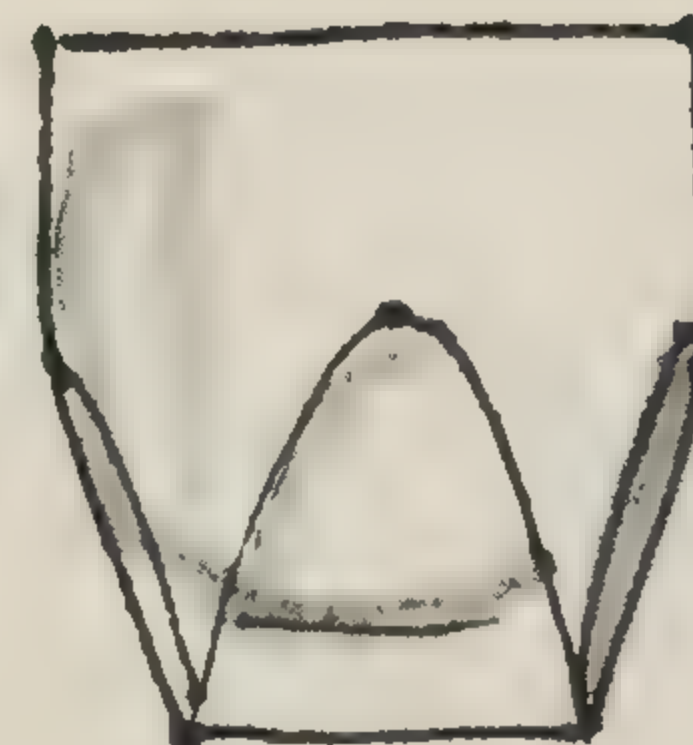
18. A supply of good-looking glasses that can break without breaking your heart is a find indeed. These smart, many-faceted ones, old fashioned, cocktails, jiggers, highballs, water tumblers, bowls; 40 in all, astonishingly, \$7 complete.

19. Jumbo white china coffee cup doubles as a soup mug; used without the saucer, it has a reliable bottom that sits well on a beach. \$7 for a set of six.

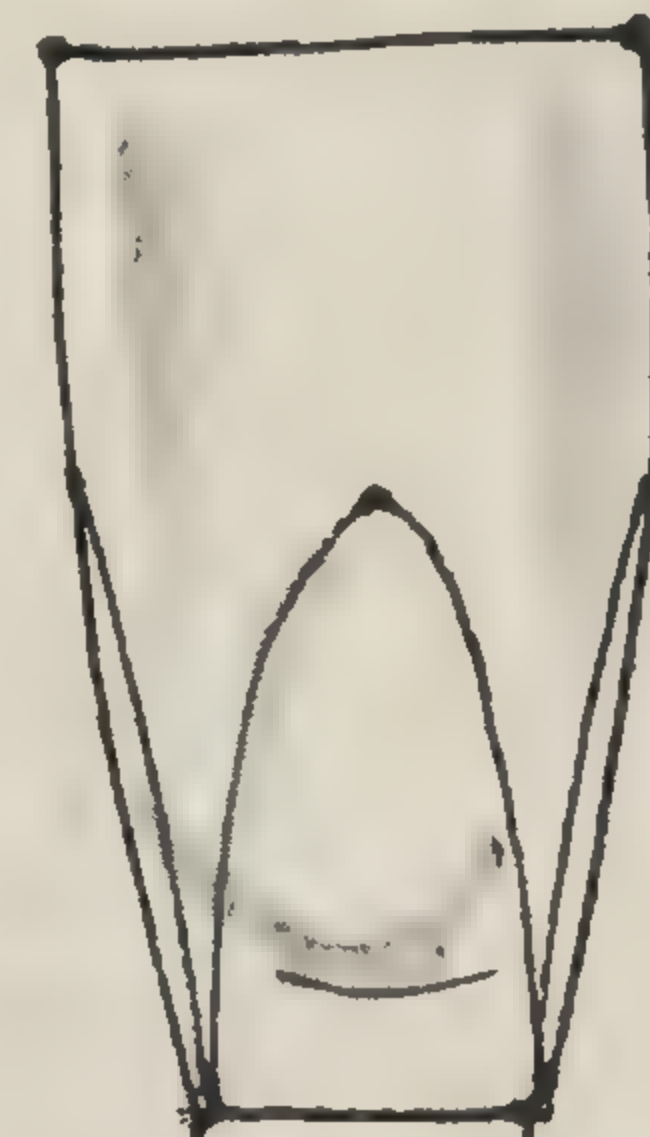
All merchandise in New York at Bloomingdale's. For stores in other cities, see page 134.



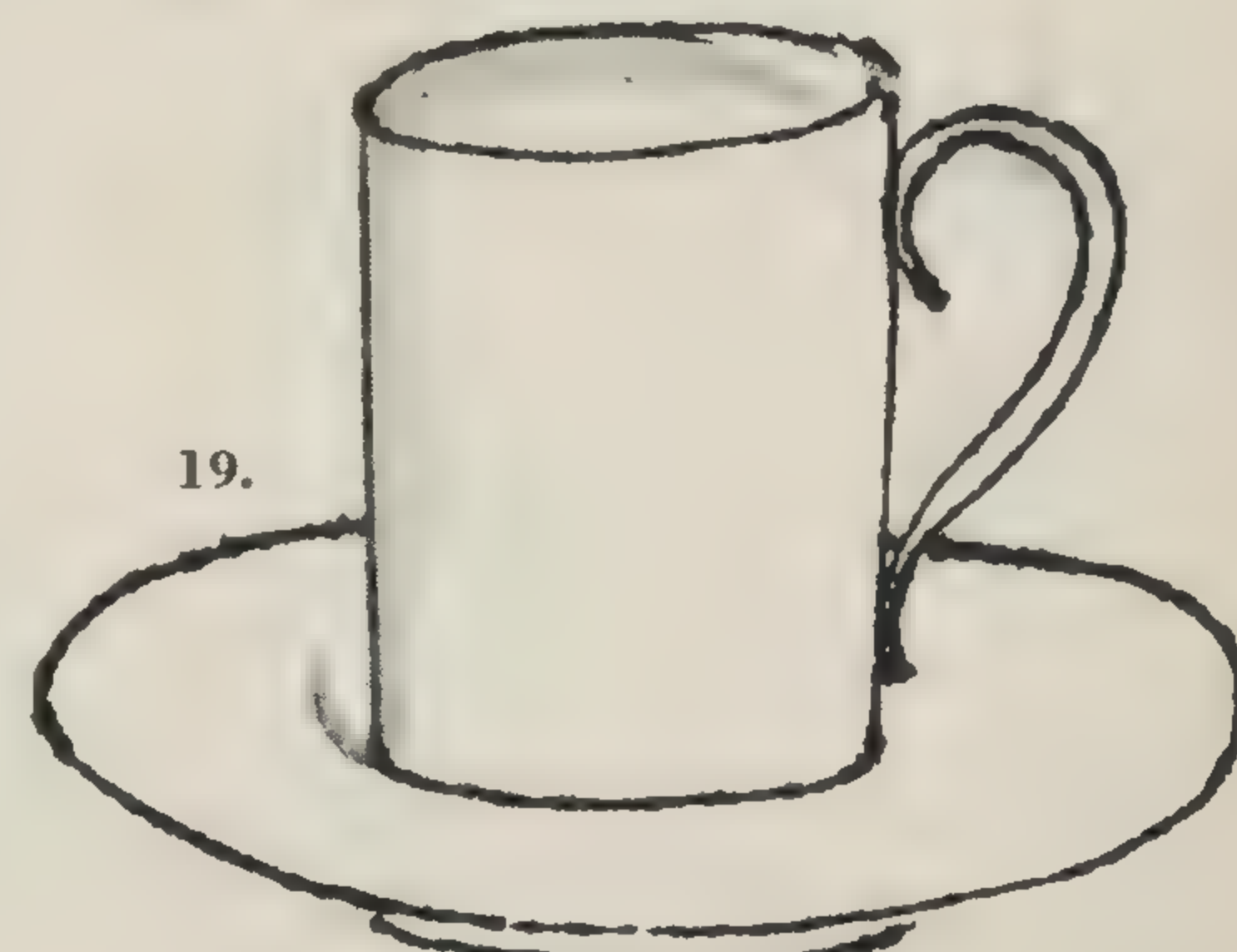
17.



18.

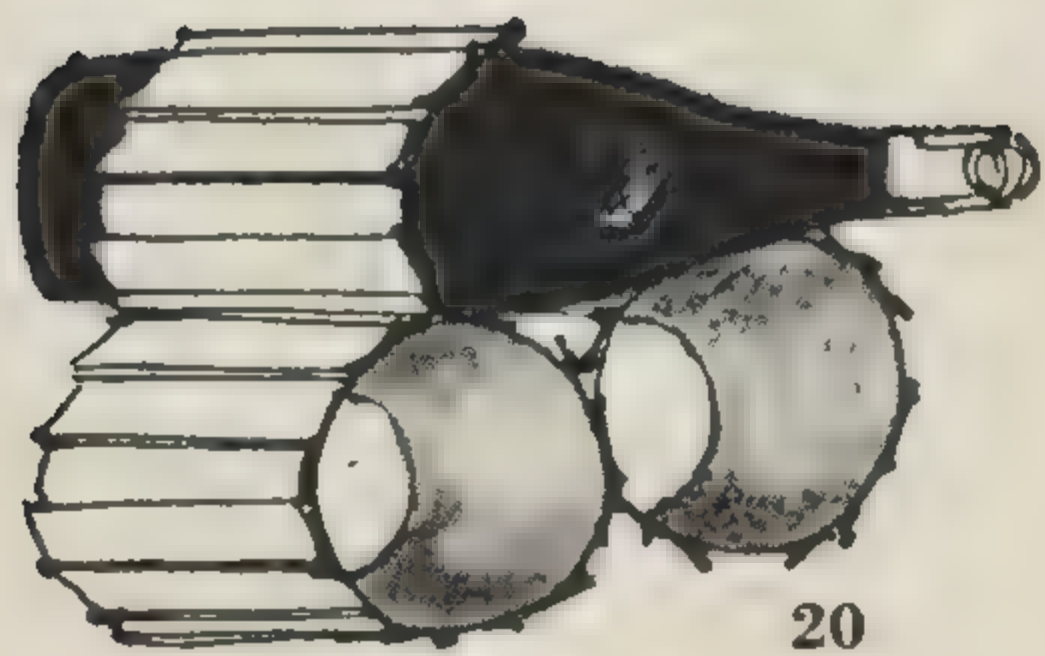


19.



Dayman

Summer on a shoestring *continued*



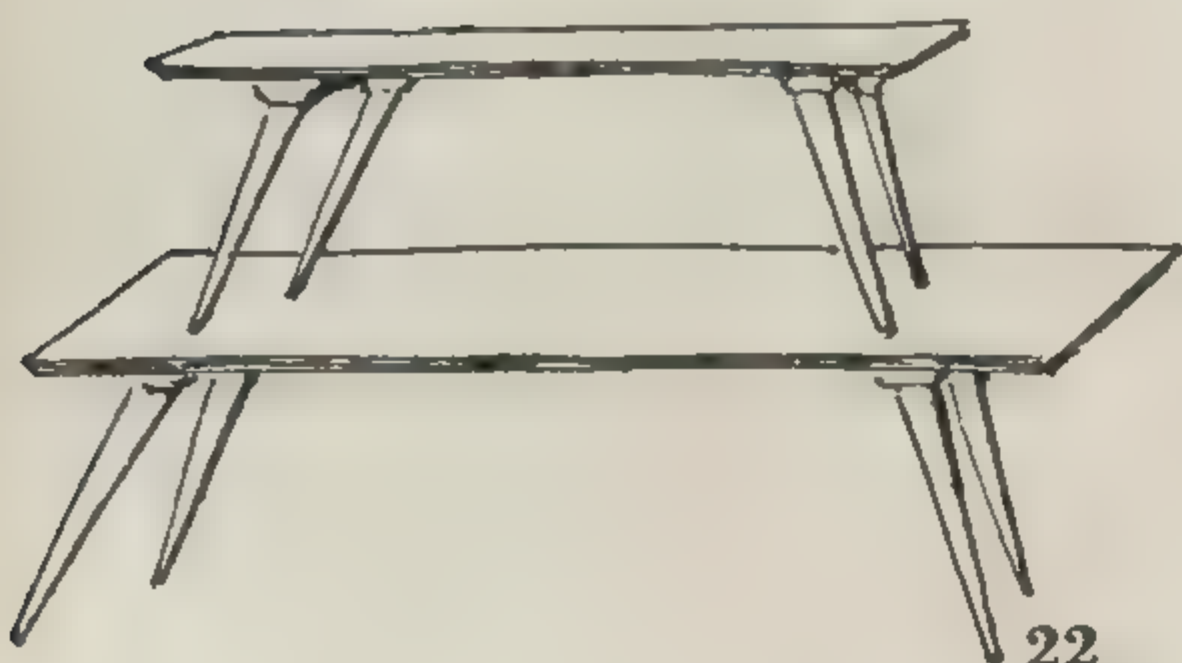
20

20. Aluminum sleeves called "Add-A-Comb" bring wine out of the catacombs and into any nook, cranny, or closet where there's a bit of extra space. The sleeves lock together, form fascinating shapes, hold wine bottles securely and, of course, correctly. Gold, blue, black, green, or pink. \$1.50 each.



21

21. In its own straw carry-to-picnic basket is the nicer way to carry 'Nicer, the Goodrich-insulated ice bucket that keeps cold things cold and hot things hot. The bucket, red plastic, or black and white, \$10.



22

22. Elected to the bench: required extra seating or table space. For example, to stand in for the coffee table that isn't there. Paul McCobb's Planner Group maple benches come in four sizes, four finishes, tobacco, walnut, black, white. Feet unscrew for easy transport. Two sizes shown here, the smaller one, 24" x 16" x 9" high, \$15. The larger one, 48" x 16" x 15", \$20.

23. For the frame-up, a nifty and thrifty idea: fabric or wallpaper, sometimes to replace temporarily an indifferent print you might find in a rented house. The frame here, 20" x 24", unpainted pine. \$1.60. It surrounds an imported French hand-blocked, black and white percale. From Margaret Owen, 50" wide, \$9 a yard. To order.

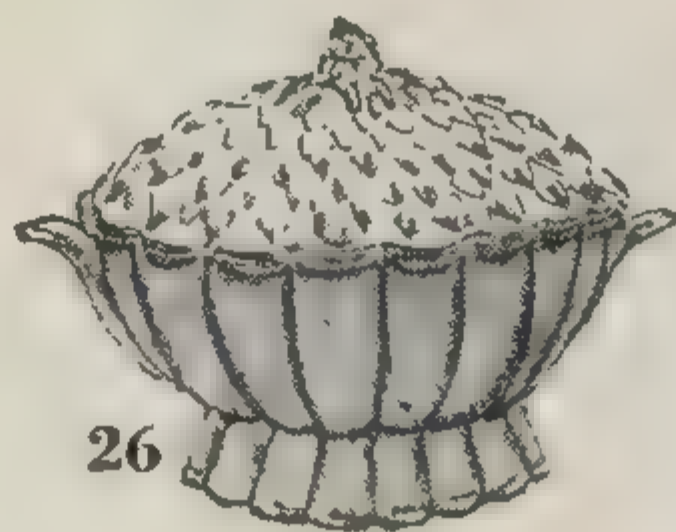
24. Back from the twenties, the Japanese lantern, to cover nude ceiling lights or just to observe the summer ceremony as an Easter lily does spring. \$4 each.

25. Among the small American miracles, a big folding roll-top table that you carry as painlessly as an umbrella. It's shown open and closed below. When it's a table, it's 35" x 21" x 27" high. It wraps up to a 6" round bundle. Birch and oak, by Telescope. \$11.

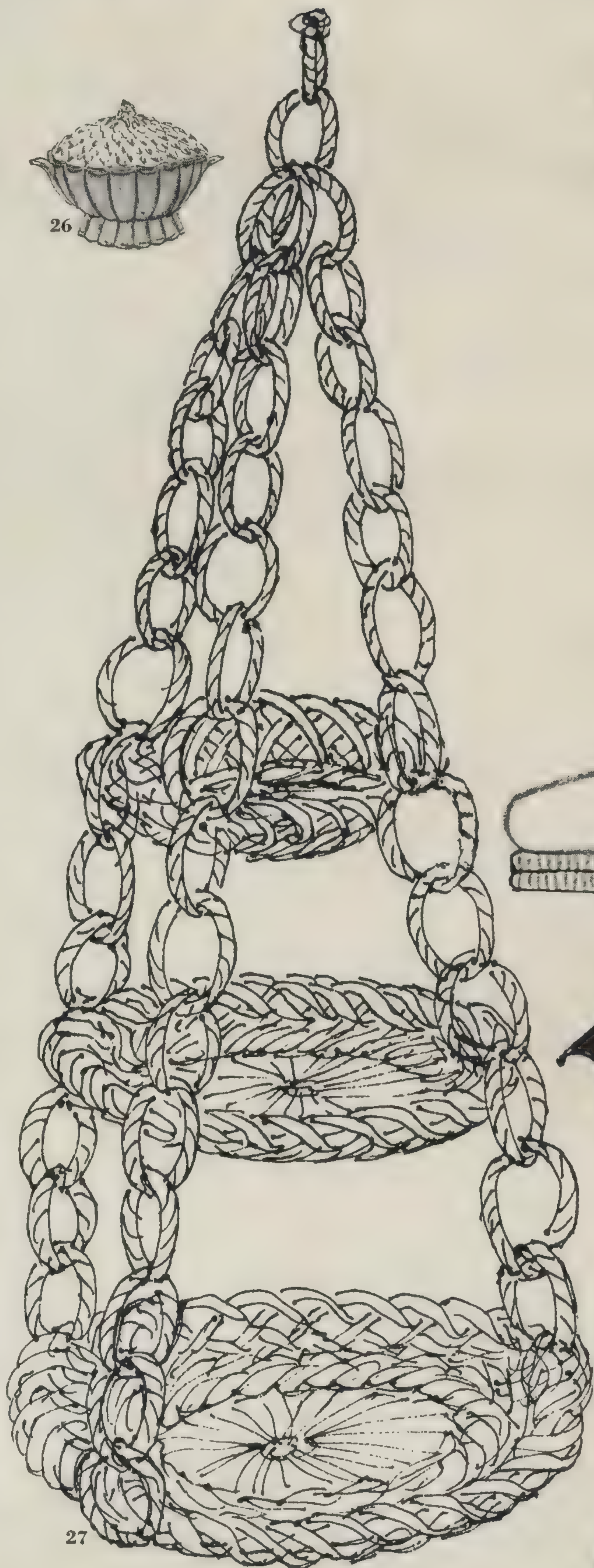
26. Covered ceramic dahlia dish, green, white, and pink, to shelter candies, or to make a pretty centerpiece when the real flowers are scarce. 9" round, 5" high, \$20.

27. Dangling from the ceiling or a wall bracket, this triple tier of bamboo baskets, three feet long, displays greenery, fake flowers, what-have-you with calculated grace. Good locations: a porch, a nursery, the garden. \$6.25.

28. Into this remarkable black duck bag on the right go several things on the left for a session in the sun: quilted plastic beach pad, removable beach towel cover, aluminum back rest, matching umbrella. All this at once (the bag, too), \$14. Without bag, \$11. To support the tanning head, a Koof foam pillow with red, white, and blue terry-cloth cover that zips off for laundering. \$4.



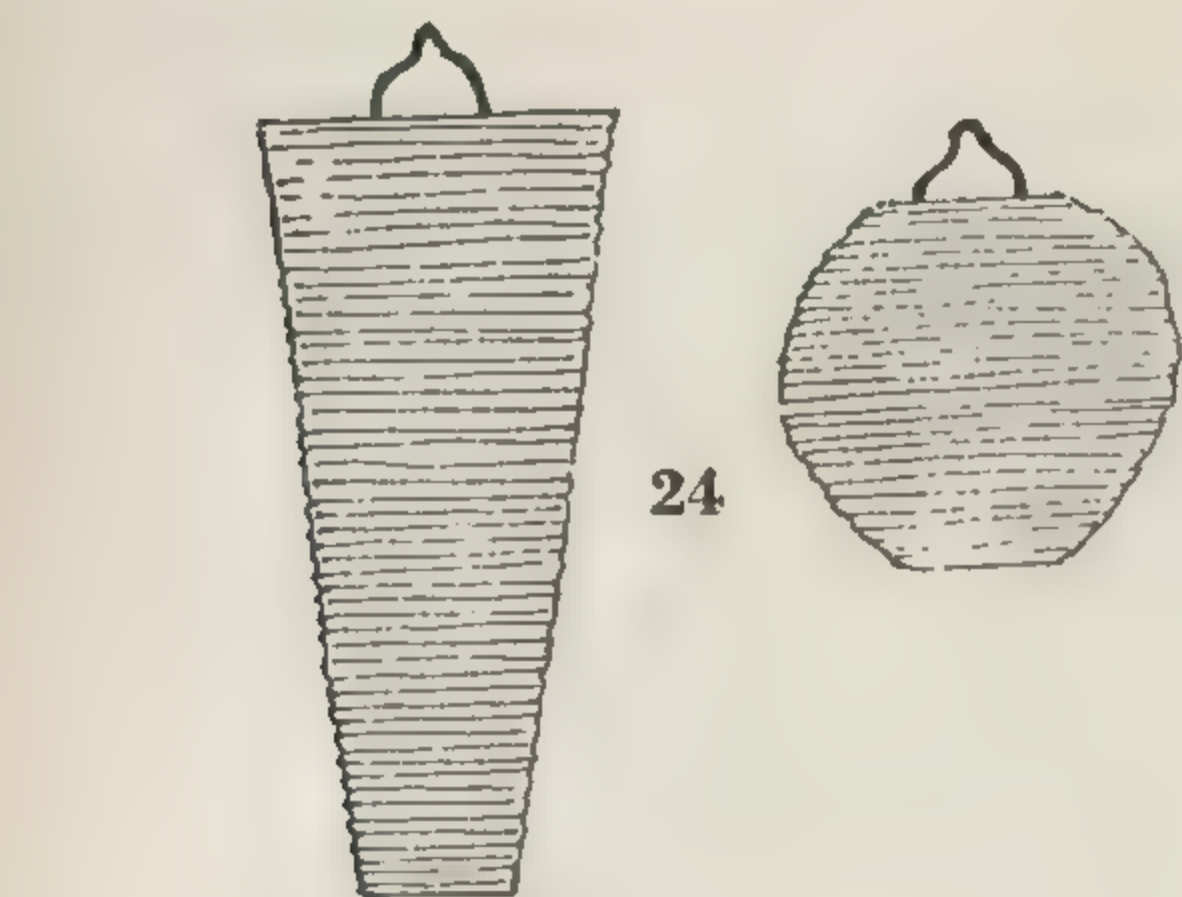
26



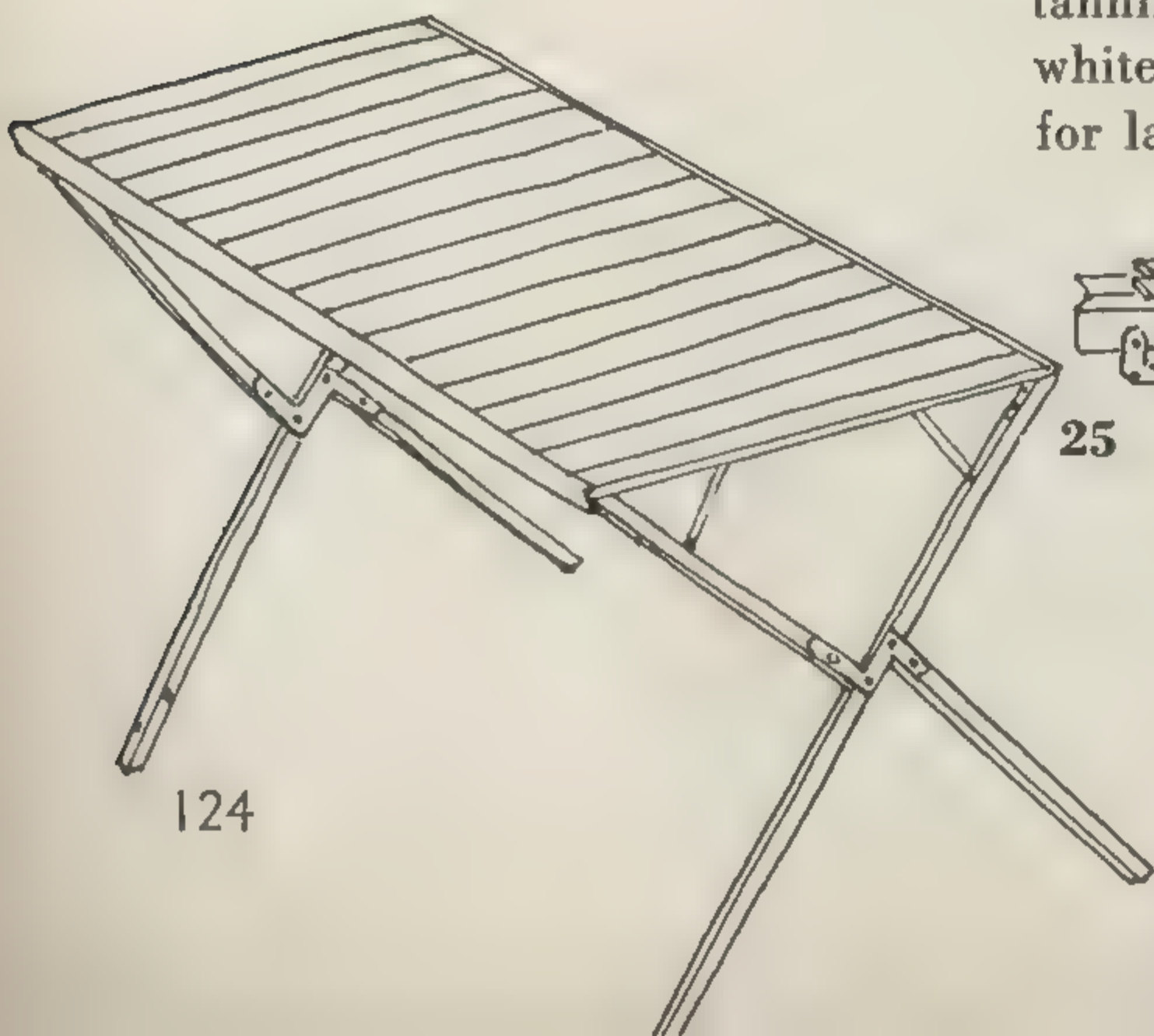
27

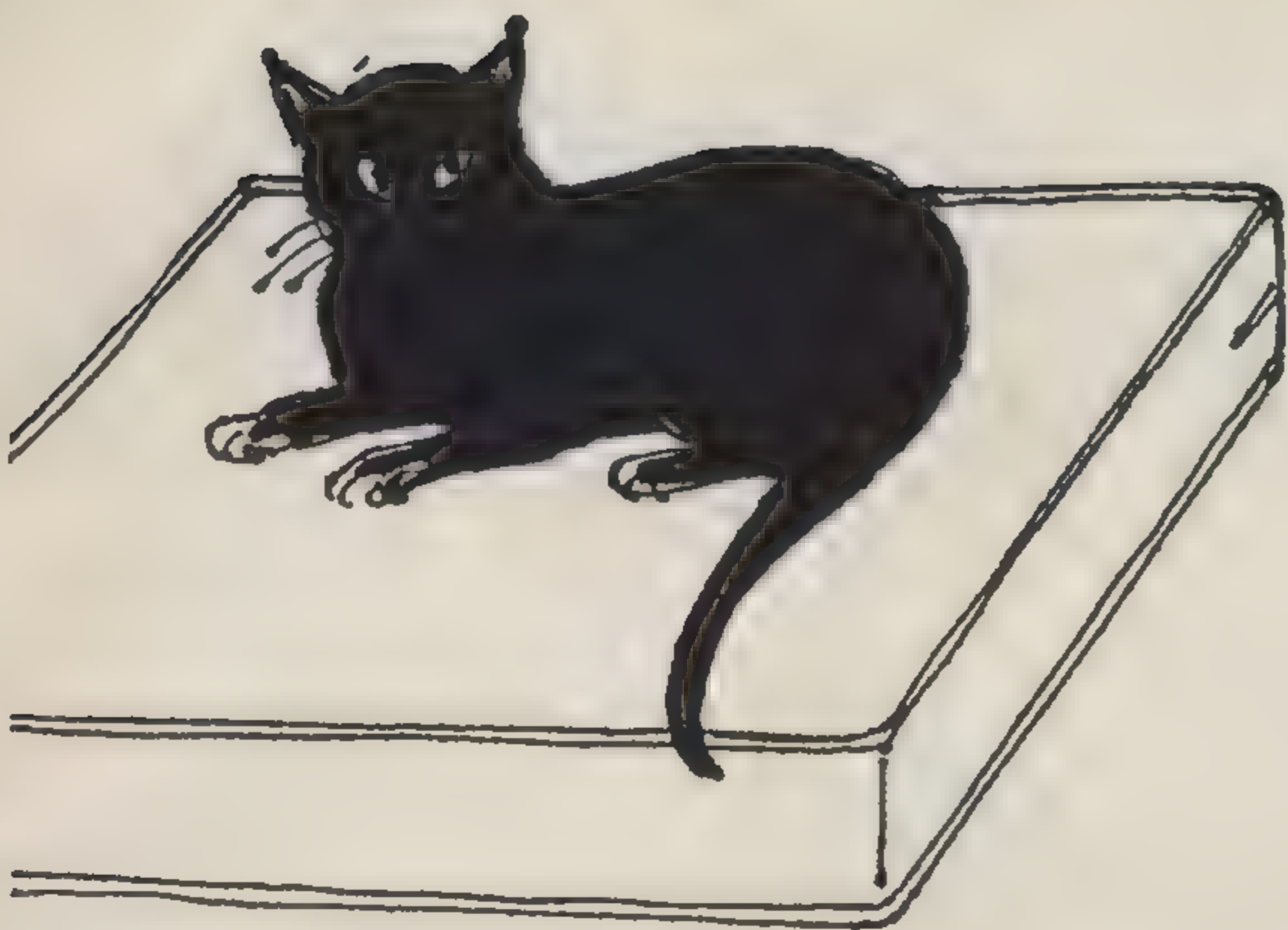


25



24





29

29. Square cushion, foam filled and white Naugahyde-covered, to brighten a bench. 18" square, \$10.

30. Summer blanket that has the right touch, the light touch, Chatham's "Sundown," rayon-and-nylon in cool solid colours. 72" x 90". \$4. To match or contrast, "Candy Stripe," Wamsutta Supercalc sheet confections. Single sheet, \$6.85. Double, \$8.85. Pillow case, \$2.05.

31. Swedish teak tray, 18" x 24", is covered here by a handmade Philippine place mat of jute, dyed navy blue. On it, a charming white Heinrich china breakfast set from Bavaria. To tote this or any other tray to its destination (or to be there to receive it), a foldable, black-lacquered, gilt-trimmed "bamboo" stand on swift-moving casters. Tray, \$9. Mat, \$1. China, \$11 the 11-piece set. Stand, \$7.

32. The wonderful ways of weavers these days have produced a slubbed rayon-cotton-silk mixture that looks and feels almost like raw silk, makes a notably inexpensive slip cover for a summer chair. In delphinium blue and other solid colours, 38" wide, \$2 a yard.

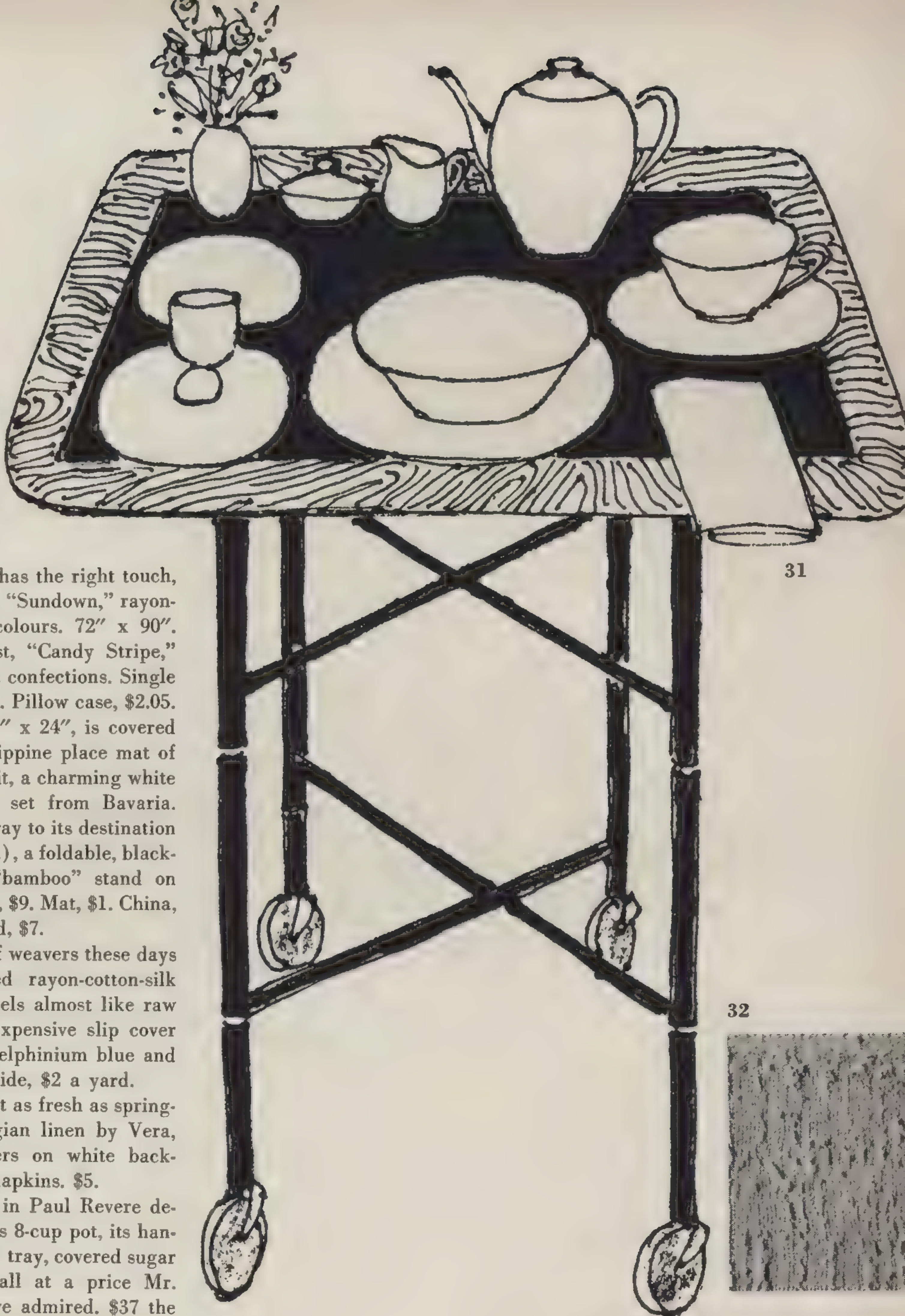
33. A summer luncheon set as fresh as spring-time, "Hyacinth" on Belgian linen by Vera, blue and turquoise flowers on white background. Four mats, four napkins. \$5.

34. Oneida coffee service in Paul Revere design, silver-plated, includes 8-cup pot, its handle thoughtfully insulated; tray, covered sugar bowl, and creamer, all at a price Mr. Revere would have admired. \$37 the set, plus tax.

35. Thanks to craftsmen in Hong Kong, the iron-framed rattan "Cognac Chair" that folds absolutely flat (its folded dimension: 2½" deep). When not in use, ten of them would take up only about two feet of storage space. \$14.

36. Yugoslavian wicker basket, 12" diameter, 12½" high, dandy for magazines, and to place where a waste basket should be but isn't. \$3.

37. Inviting way to change the season: spread the bed, the windows, sofas with good old rose-besprigged percale mattress ticking. (To visualize results, see pages 121 and 126.) Wide colour choice, 36" wide. \$1.09 a yard.



31

32



30



28

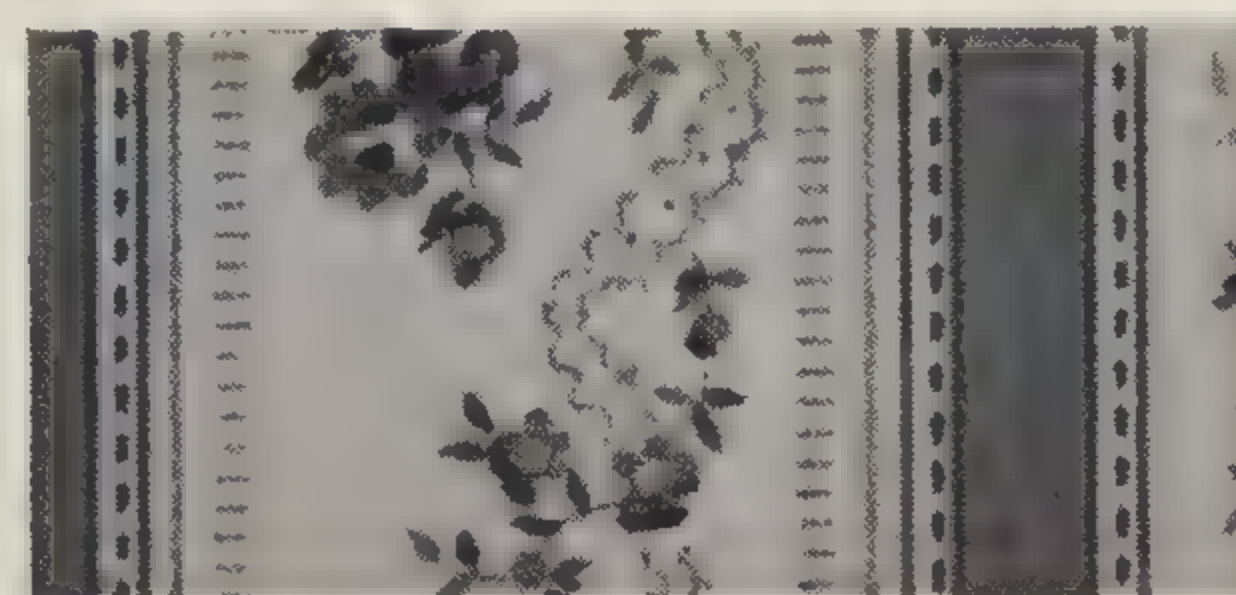


34



33

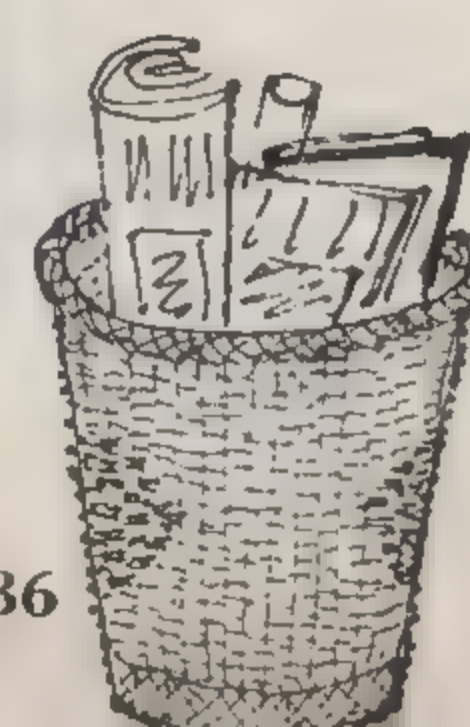
37



All merchandise in New York: Bloomingdale's. For stores in other cities, see page 134.



35



36

Dagmar

BEFORE



AFTER



BEFORE



AFTER



UNDER \$200: The mechanics of the redone bedroom, shown on page 121

Detailed here: how the bedroom on the Fashions in Living cover got to be that pretty. What started as a plain and unassuming room in a rented country house became a beauty almost overnight, thanks to the wiles of the decorating firm, McMillen, Inc., which with *Vogue* set out to prove that it could be done, including carpentry and slip-covering, for under \$200. The way it works starts with the bed. The local carpenter removed its original head- and footboards, screwed four stock feet onto the bottom of the box springs. Then, with plywood, he made a new headboard and the simple canopy frame. (Total carpenter hours: three.) Next turn belonged to the local upholsterer, who tacked linen theatrical gauze (about 79c a yard) to the bed frame and covered the headboard with rose-sprigged blue and white striped ticking material (around \$1 a yard). The same material becomes the bedspread, dust ruffle, curtains, and love seat slip cover. To replace a tired cotton rug on the floor, the hypothetical summer lady-of-the-house chose tatami, a Japanese straw matting, pieced in three-foot widths (\$2 the three-by-six-foot strip) and taped together underneath with white masking tape. Unhappy with the green roller shades on the windows,

she took them down and put in their stead what was left of the tatami. To relieve the clutter, she consigned one large upholstered chair and a small night table to the basement and gave the rest of the already-there tables and chairs a new look and a new position. The desk moved to the right side of the bed to double as a night table. In front of it went the cane chair, made more comely and more comfortable by a little pad covered in bright green hop sack. Covered to the floor in the same green fabric, the round table came from a corner where it made no sense to a corner where it made lots: beside the bed providing plenty of room for books, flowers, lamp, and ash tray. Behind it, a \$10 screen, painted the ceiling's blue, helps control light and ventilation.

Furniture-shifting in the other corner created a conversation group, where two people at breakfast could enjoy a view of the garden. To a pair of good botanical prints she found in the room, then relocated, the temporary owner added a flower still life of her own. Along with the pleasant china pieces, vases, and inexpensive straw *cachepots* that complete the personal look of this room, the painting made the trip from town in the hamper.



6 piece place setting \$36.75 F.T.I. • Sterling is for NOW and for YOU.

The fairest sterling in the land
Silver Sculpture by Reed & Barton

For nearest store, and booklet on this and 15 other great Reed & Barton solid silver patterns, write Reed & Barton silversmiths, Dept. V69, Taunton, Mass.

**FOREVER
FEMININE
SILK
CHIFFON**

by
Echo
scarfs



Sheer allure—romantic chiffon drenched in living color—to make a starry-eyed beauty of you, day and evening. Hemstitched detailing on such colors as white, heaven or royal blue, sand, hot pink, turquoise, violet or black.

34" square about \$4.
36 x 90" stole about \$10.
18 x 72" oblong about \$4.
18 x 45" oblong about \$3.

B. Altman & Co., New York
Julius Garfinckel, Washington,
Marshall Field, Chicago
Montaldo's, all stores
Doop's, East Orange
I. Magnin, California and Seattle

Edgar C. Hyman Co., Inc. • 485 Fifth Avenue, N. Y.

Mrs. Exeter:
shapes made
light of



High-rising girdle of sheer embroidered nylon; nylon power net panels. \$17. Brassière of nylon satin, nylon marquisette; about \$4. Both by Smoothie, at Franklin Simon.



Long girdle of cotton marquisette, cotton leno elastic sides; \$17. Brassière is Dacron lace, nylon marquisette; \$5. Both by Bien Jolie, at Saks Fifth Avenue.

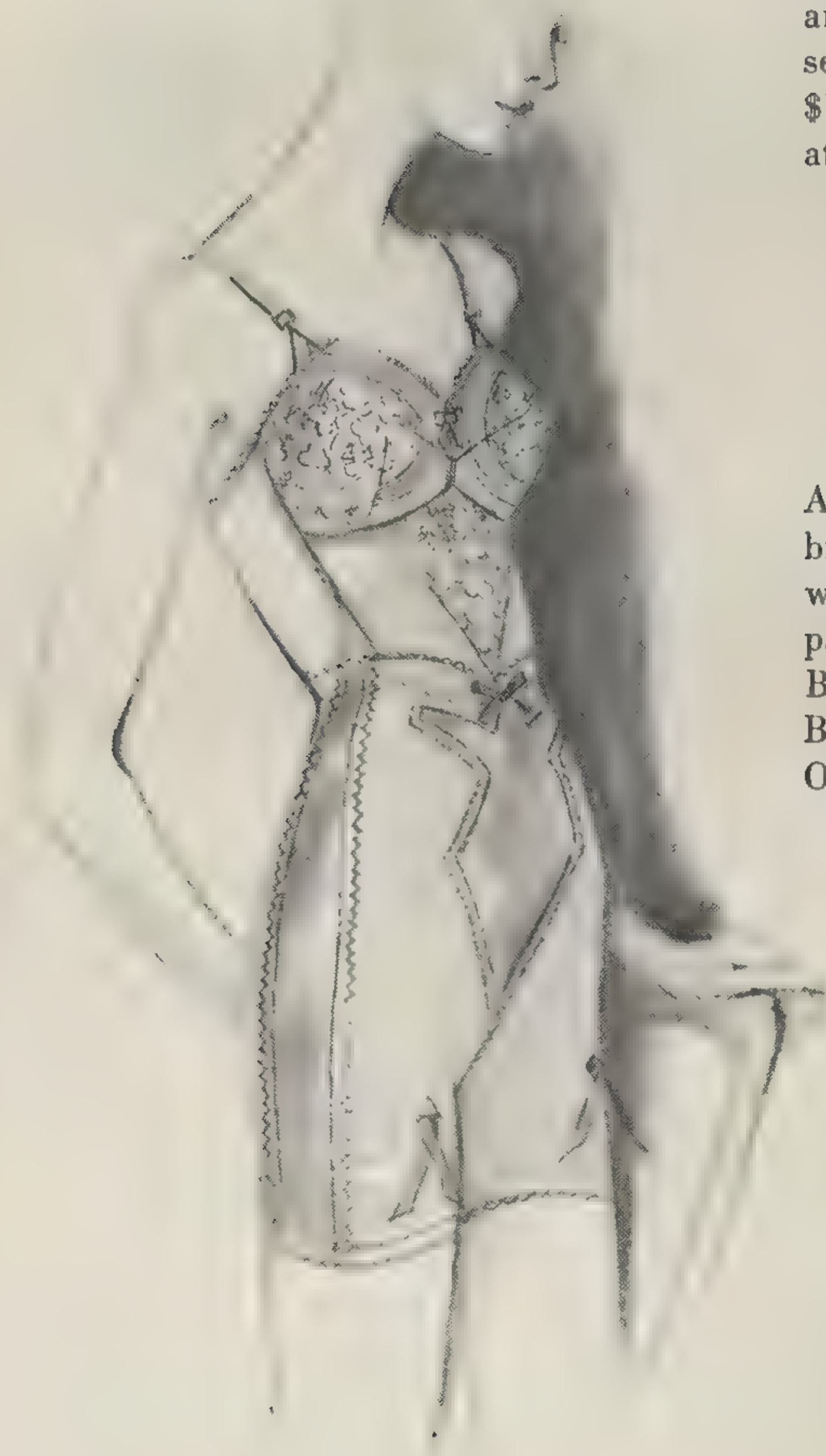
DRAWINGS BY LUCIANA ROSELLI

yApre'
Design/ Herbert Bergheim. Distinguished cravats in the gentleman's domain; 7.50 and 10.00 at better stores everywhere or write Yapre' Cravats, Inc., 99 Madison Ave., New York 16, N. Y.

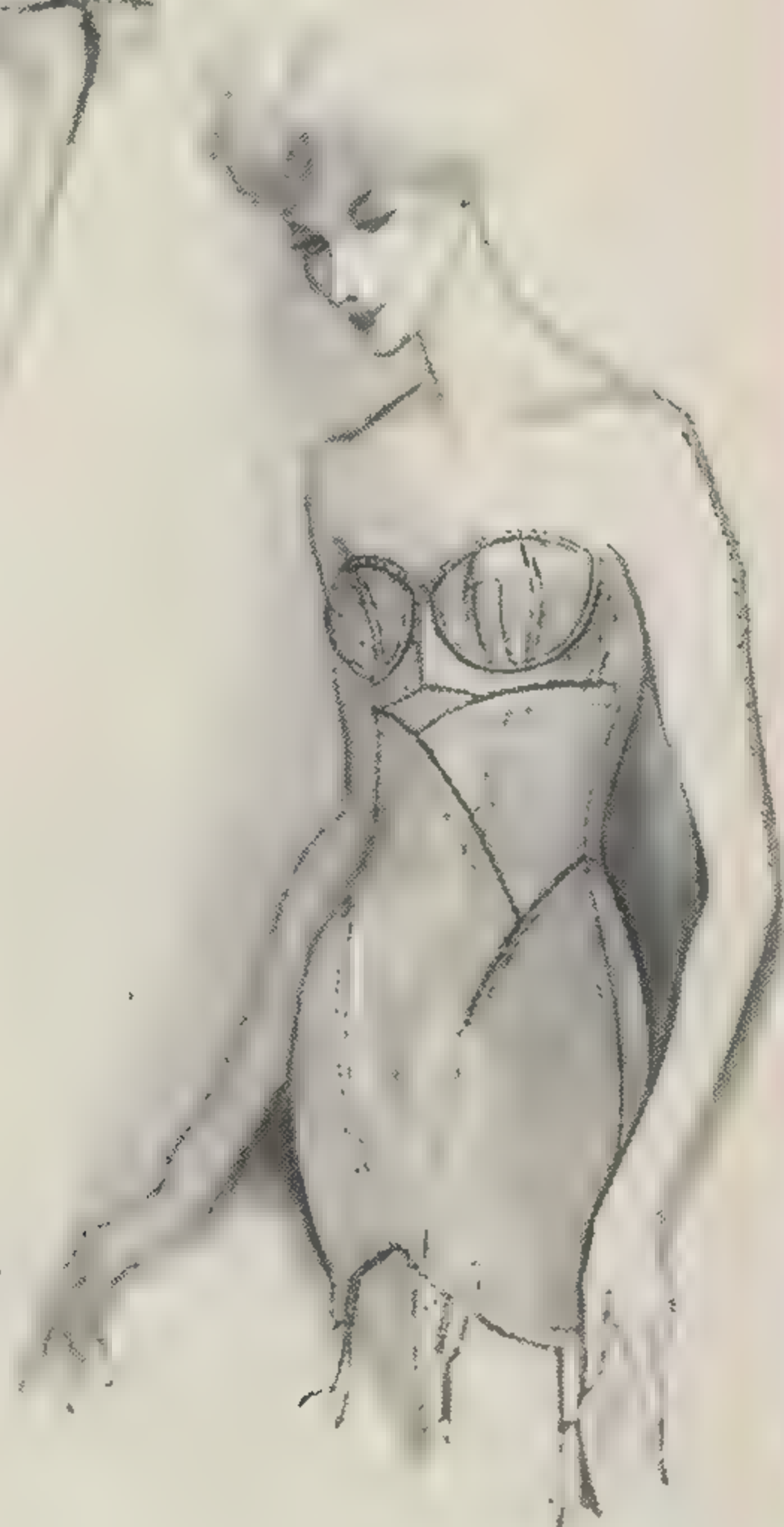


All-in-one of nylon taffeta with nylon leno elastic panels at front and back. The brassière section, nylon marquissette. \$17. By Poirette, at Arnold Constable.

All-in-two: a long-line brassière (about \$4), worn with a long-leg pantie girdle (\$11). Both, made of nylon. By Surprise, at Oppenheim Collins.



Girdle of nylon elasticized chiffon, almost bosom-high. By Tru Balance, \$15. Brassière of nylon lace, with new softer staying power, \$6. By Cordé de Parie. Both, at Best & Co.



"After 10 days

I realized that the young vibrancy of my skin was being restored!"

Once *you* use Nina's Extrait Organique you, too, will praise its remarkable way of nourishing your face and throat back to soft young radiance, and six or seven drops a day are all you need to do it! Extrait Organique is a new light liquid concentrate of natural substances to be used in the evening, before retiring; under make-up, too. Available in 1 oz. and 2 oz. sizes, \$12.50 and \$20.00, plus tax. Extrait Organique is just one of the many fine cosmetic creations by Nina, beauty consultant to select salons for over thirty-five years. At fine stores throughout the country.

nina

NINA INVITES YOU TO TRY a generous sample of Extrait Organique. Send fifty cents in coin or stamps (which includes tax and postage) to Nina, Dept. V-2, 610 Fifth Avenue, New York 20, N. Y.

Name _____

Address _____

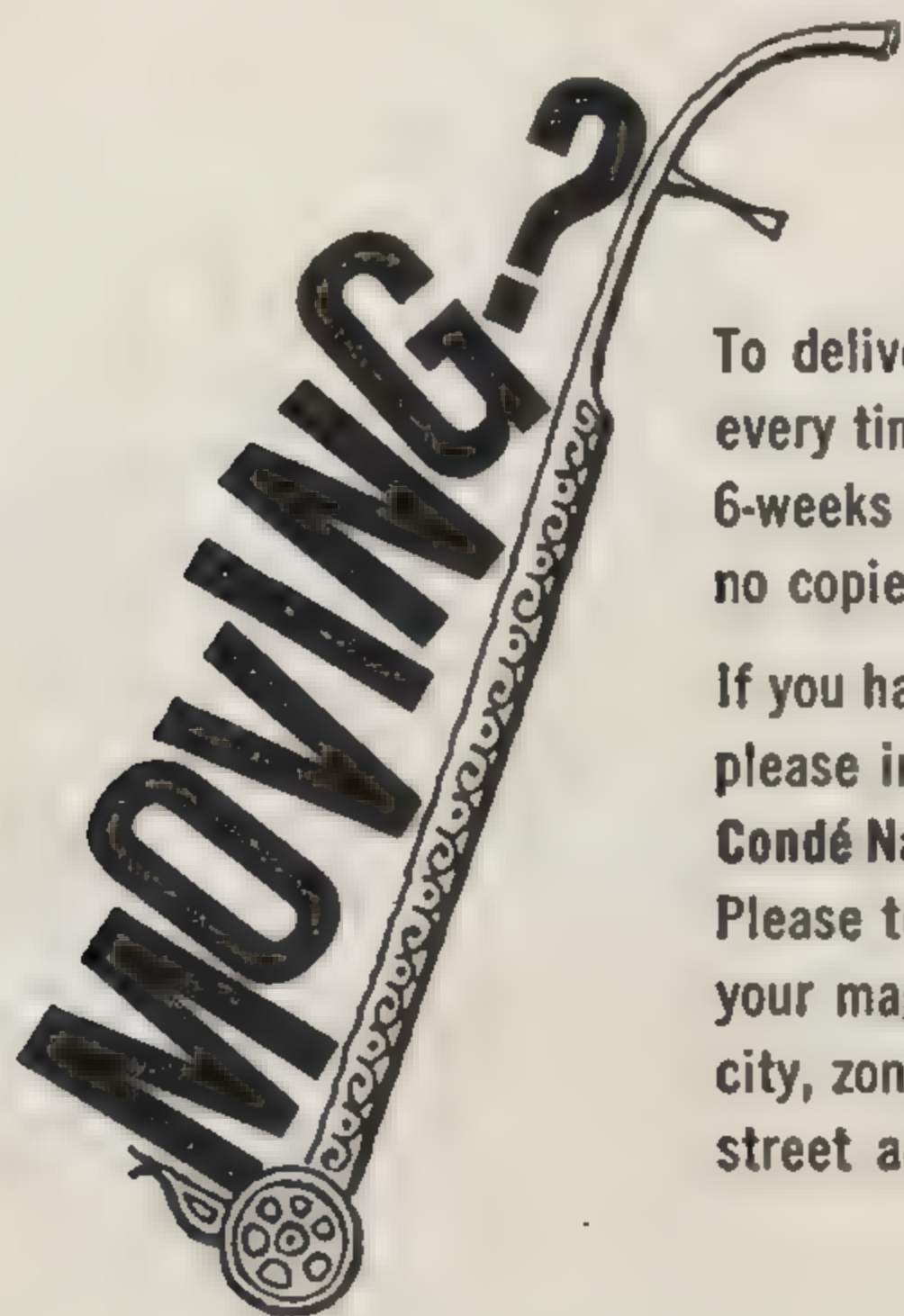
City _____ Zone _____ State _____



20

Among twenty Cordials by Cointreau, there's a flavor that can be the crowning touch to your dinner tonight. There are liqueurs, fruit-flavored brandies and specialties—Cointreau in quality, Cointreau in reputation. ■ Cointreau Liqueur, *the crowning touch to a perfect dinner*, 80 Proof. Produced and bottled by ©Cointreau Ltd., Pennington, N. J.

BUY U. S. SAVINGS BONDS



To deliver your magazine on time, every time, we must have your proper address. 6-weeks notice is necessary to be sure no copies are missed.

If you have moved, or are planning to move, please inform Circulation Department, Condé Nast Publications, Inc., Greenwich, Conn. Please tell us: your name, the name of your magazine, your old street address, city, zone, and state and your new street address, city, zone, and state.

Cruise clothes—
good in
any waters



ENGSTEAD



Here, worn by Mrs. Ray Milland, more of the kind of trim, correct boat clothes seen on page 108.

Above: Long white sailing pants of Dacron-and-cotton, worn with a pale-blue cotton sailcloth pull-over, cut like a man's sailing jacket. Both, by Masket Bros. Shirt, \$10; pants, \$13. Both: Altman's. *Left:* Sailing colours, visible even in foghorn conditions and happily definitive when the sun's out. Turquoise linen pants with taper, \$30; textured silk orange shirt, \$30; purple linen cummerbund, \$6.50. All by Ellen Brooke, at Altman's.



Sharkskin on a shoestring

Among the most successful shoestrings a woman might own—the whitest white (sharkskin white, in this case) threaded around with a good strong instance of colour (purple, blue, grey sash). Everything else? White—hat, gloves, beads, shoes. Dress, by Peg Palmer, in Arnel sharkskin; \$13. Vandervoort's. Miss Frederics hat. Evins shoes at I. Miller.



Room Interior by Marion Heuer, A.I.D.

Underneath it all...

GENUINE

OZITE

Carpet
Cushion

BEAUTY'S FINEST PROTECTION

Invisible but invaluable! OZITE Carpet Cushion more than doubles the life of your carpet, maintains its lustrous beauty, provides permanent protection against heel and foot impact. OZITE is porous — spilled liquids evaporate quickly.

OZITE is permanently moth-proofed and fire-resistant. It provides insulation against heat, cold and noise. OZITE is not too firm, not too soft — the only carpet cushion with exactly the right degree of resilience. Insist on Genuine OZITE.

For almost a century the makers of OZITE have been developing a master's skill in the selection and blending of the finest cattle hair, creating a peak of perfection which has made OZITE the standard by which all other carpet cushions are judged.



Write for Free Booklet: "Facts You Should Know About Genuine OZITE Carpet Cushion."

American Hair & Felt Company, Floor Covering Division, Merchandise Mart, Chicago 54, Illinois.

FASHION STITCHING ADDS INTEREST TO SMART STYLING



Through subtle implication or bold pronouncement, Fashion Stitching by AMF marks the fashionable silhouette with the added distinction of the quality-tailored look.

**AMF FASHION
STITCHING**
261 Madison Avenue
New York 16, N. Y.

VIENNA NOW

(Continued from page 113)

dine off a shashlick on a wooden platter in Adria-Jadran's (Serbo-Croat), amble to the Grotta Azurra for Turkish coffee and an Italian *Strega*. "What!" I complained. "No Bohemian, no Moravian establishment?" I was told the Czech kitchen is too similar to the Austrian—except, of course, for the dumplings; the Bohemians make their dumplings so big that one has to slice them like a loaf. I would find these. I was told, somewhere. It seemed suddenly of vital importance to find a Bohemian sliced dumpling. Meanwhile, in an *ambiance* of Styrian spitted poulards, Serbian and Herzegovinian kebobs, and even extra-imperial *Hirtenspiess nach bulgarischer Art*, one grew angrily impatient with the awful fashionable fuss about a "barbecue" with all its involved machinery. All you need is a sword.

This imperial mixture of races stares from the eyes and skins of all who pass—one moment a cold grey Teuton glare, the next a Dalmatian swarthinness, the next a face built almost entirely of Slavic cheekbones. If one could descry it, there are traces of about a dozen strains within the bounds of the old Empire which stretched from Herzegovina to Galicia, and included not only Germans and Magyars but Slovenes and Slovaks, Croats, Poles, Ruthenes and others; to whom must be added the bordering Bulgarian and Serbian and Moldavian strains ad. it seems, infinitum. Now, for better or for worse, all these ingredients of a troubled and rusty Empire have become "true" Viennese, taking their place both down in the Danube docks and in the almost comic row of monocles that still today stares out from beneath the awning of the late Frau Sacher's rightly celebrated, well-damasked restaurant.

And what do these "true" Viennese do and see? Heaven exactly knows. But what the alien touring eye sees are things like the prevalence of a written-up word, *BON-BONS*; and the quantity of philatelists' shops; and lumps of gilded wood like big golden baps for sale in the antique shops—bits, in fact, of baroque cloud broken off from somewhere, for you can buy your baroque by the kilo in this baroque-hearted city. And you may see a veterans' brass band with their Styrian hats clouded

with oak leaves, pagan-looking but said to be an old military habit, the oak representing strength—and could that be why in former days Austrian generals always wore *green*-dyed plumes in their dress hats?

Black-bombazined waitresses everywhere in skittish little old-fashioned black boots; occasional flower sellers drifting in and out of the restaurants and winehouses; the big stove pipe zigzagging like a fat python into a hole in the ceiling of each aspidistraed winehouse; gilded imperial eagles leading a giant pigeon life against the sky everywhere, particularly on the column capitals of the Karlskirche; the huge Karlskirche itself being so enormously domed and plainly proportioned inside that it feels *small*; and the *Schrammel* singers with their guitars and accordions and fiddles in all the wine cellars—particularly one singer with a heavy two-handed guitar cooing away in the endless wine-flowing cellar, yes, beneath the Albertina.

And, among the sonorous flash of great gilded suns and soaring *Putti* and giant spiral marble columns in any of the umpteen baroque churches, such even more astounding marvels as a draped curtain thirty or forty feet high made of thick-painted plaster, yet so finely designed that each fold and tassel seems ready to rustle at the swing of a censer, the breath of a cassock; and the sadly lovely plangent cymbalon struck by a red-coated *tzigane* on the syringa-scented terrace of Hübner's Kursaal in the Stadtpark, while across the grass in his Think-Mark (*Denkmal*) a bronze Johann Strauss silently fiddles to a marble wreath of naiads; and the astonishingly large quantity of zebras in the Schönbrunn Zoo; and the various, surprising trivia common to all great mixed cities—as the translation of *omelette surprise* in a Serbian restaurant as "roast ice," and the traumatic appearance in the psychiatric clinic district of an enamel sign saying Dr. Herbert Eggstain; and the cigar-coloured uniforms of the attendants at the wonderfully restored opera, slightly modernized to look like a giant white-and-gold powder-compact of exquisite taste and worth; and the large number, still, of women wearing peasantish

(Continued on page 133)

WEIGHT WATCHING?



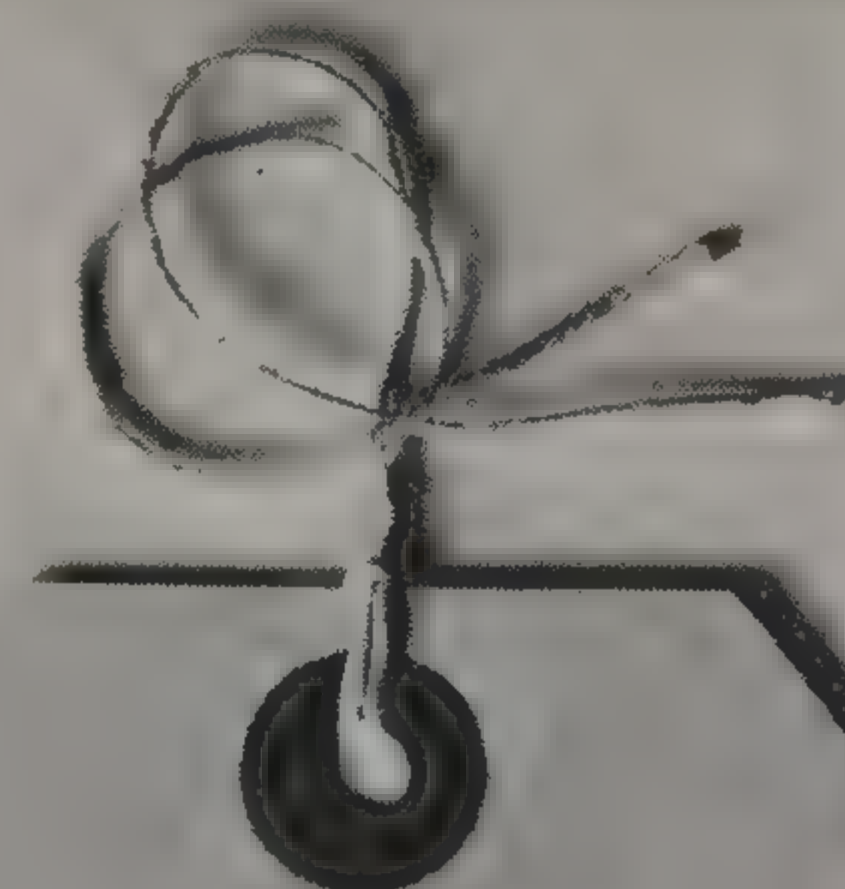
New Discovery—
Sprinkles and
Sweetens Exactly
Like Sugar

Have you ever tried to sweeten grapefruit with a tablet?...or a bowl of cereal with a drop of liquid? Not very easy, is it? That's why Adolph's Granulated Sugar Substitute was developed. Adolph's not only sweetens, but sprinkles *evenly* on all foods. It's so much like sugar, you can't tell the difference. Perfect sugar replacement for weight-watchers and diabetics! Buy...



Adolph's
GRANULATED
SUGAR SUBSTITUTE

At your food store today



what price for a life?

There can be no price tag on a human life. Yet the dollars you give to conquer cancer may help save not one, but a thousand lives. Cancer threatens all of us. Give generously.

Guard your family—
fight cancer with a
checkup and a check

AMERICAN CANCER SOCIETY





How does

Sloan Simpson

address her personal friends

She writes them on **AUTOCRAT VELLUM**
—a **WHITE & WYCKOFF** exclusive

"I've found it so convenient to use one basic stationery. And of course, the stationery should reflect your opinion of yourself. That's why I chose Autocrat Vellum. It's simply beautiful. Has an obvious quality finish. And is always in good taste."

At fine stationery counters. Boxed, open stock, gift cabinets.
\$1.59 for 72 sheets, 48 envelopes.



**TO HAVE
ALL YOU WEAR
BRIGHTER,
WRINKLE-FREE,
SHRINK-FREE,
AND SPOTLESS...
ASK YOUR
DRY CLEANER
ABOUT**

HONEYWELL
MagiCare
*Trademark DRYCLEANING
Minneapolis-Honeywell Regulator Co.

VIENNA NOW

(Continued from page 132)

flowered dresses with aprons, and men in old leather shorts, even in the city; and the incidence, here and there, of a mountain-mad wine-room massed with horns and boars' teeth and stuffed black-cock, like the *Weisser Rauchfangkehrer*, the White Chimney Sweep; and such a richness of museums that, apart from all those of international renown, the list seems to dwindle on forever, with the Clock Museum, the Wine Museum, the Teutonic Knights' Museum, et cetera; and the café-bred love of reading papers, even extending to a magazine hanging on a hook in the trains; and the sad, true tale of Beethoven's many, many dwelling places in Vienna—he was so deaf, poor great fellow, that he had to thump his piano too loudly for the neighbours and had constantly to move; and the Norwegian lilt to the spoken Viennese dialect; and the *art-nouveau* motifs struggling among Franz-Josef baroque in the plasterwork in the delightful metropolitan stations of the railway (half underground, half winding through cuttings as mossy and granite as a Carinthian mountain pass); and then there is that whole part and manner of the city devoted to rusticity—the "Heurige" suburbs and the Vienna Woods.

In June the hilly Vienna Woods, mostly oak and beech, show groves of flowering white acacia: indeed, it is a month for white flowers and green, for the suburbs and parks are rich with acacia, syringa, and above all flowering elder and cow parsley. "Cow parsley time in Vienna!" one might joyfully cry, as the *Wiener Gaswerke* wind orchestra in inspector-blue uniforms strikes up the excitement of *Wien Bleibt Wien*. The sword of the *Wienerwald* is richly speckled with blue and pink wild flowers, so that the green has the appearance of those many transatlantic shot-silk suits that irradiate Piccadilly during the touristical summer. And we descend from the woods into the wine-growing suburbs of Sievering or Nussdorf or Grinzing or Heiligenstadt. Here, as the tram winds through streets of plaster houses, there appears at the end of a side street a conical hill baized with green vines—as other cities might show a sudden grey slag-heap. And these cones of green slag grow the grape for the new wine that is served in the many

establishments referred to as "Heurigen," rustic wine-gardens with trees and music and rough-wood tables where in this fresher air the Viennese drink and sing, cheaply and well, until perhaps the dawn. In its *gemütlich* way, idyllic.

And another, graver idyll peculiar to Vienna is the sudden sight, through an arch of the Hofburg, of a well-curried stallion being led by a horseman (of equally superior dressage) in chocolate and white livery and a black bicorn hat. It will be one of the white horses—born black—which are bred at Piber, in Styria, for Vienna's Spanish Riding School. Follow him into the building known as the Winter Riding School and you will enter one of the finest baroque extravagances in the world. In this enormous riding hall, pillared and exquisitely plastered, rich with chandeliers and plush balconies, the echoing air whispers daily with the nearly silent trot of horses that glide like white ghosts, not seeming to touch the earth.

Courbette, levade, balotade, capriole, and other figures of the *haute école* are daily practised; one moment one may see a rider, with his horse on white reins, dragging behind, feet together in the sand, as on a surf-board; at another, the horse is poised, front legs carved in the air, an exact equestrian statue. Thankfully, the Master of the School, Colonel Podhajsky, rode the whole equipage away into the American lines as the Russians approached during the last war, and thus saved this unique establishment for the delectation of eyes this side of the Iron Curtain.

Cities are palimpsests—the writing on Vienna may loom stronger in historical thoughts of King John Sobieski of Poland raising the Turkish siege of 1683 (a large park is still called *Türken-schanz*—Turkish Redoubt—and this last effort of the Faithful resulted, in the first cup of coffee for Europe when the Turks left the beans behind); or of the Congress period when the Russian Czar claimed to have danced through forty conferential nights, and which paved the way for Vienna's enormous Apollonsaal dancing establishment with room for *six thousand* waltzers; or one may lose oneself in the whorled writing of the baroque dream, or the writ-

(Continued on page 134)

JUST for YOU

In an intimate *Dermetics*
franchised salon

your expert cosmetologist

will know

the expert care

your complexion needs

as it changes

throughout your

lifetime



You can
look younger and
... more beautiful
your experienced
cosmetologist
will recommend
the products
you now require.

It is so easy

... so lovely.

ALWAYS for YOU

Dermetics
630 Fifth Ave., New York
and
franchised salons everywhere



Aziza

color accents

for unforgettable eyes

Eye cosmetics in more colors than you have moods, beauty-blended by specialists to accentuate your most expressive feature. Make your eyes excitingly memorable with:

Azizamatique mascara applicator 1.50*

• stick eye shadow 1.25* • eyebrow pencil 1.50*

• waterproof cake mascara 1.50*



*PLUS TAX

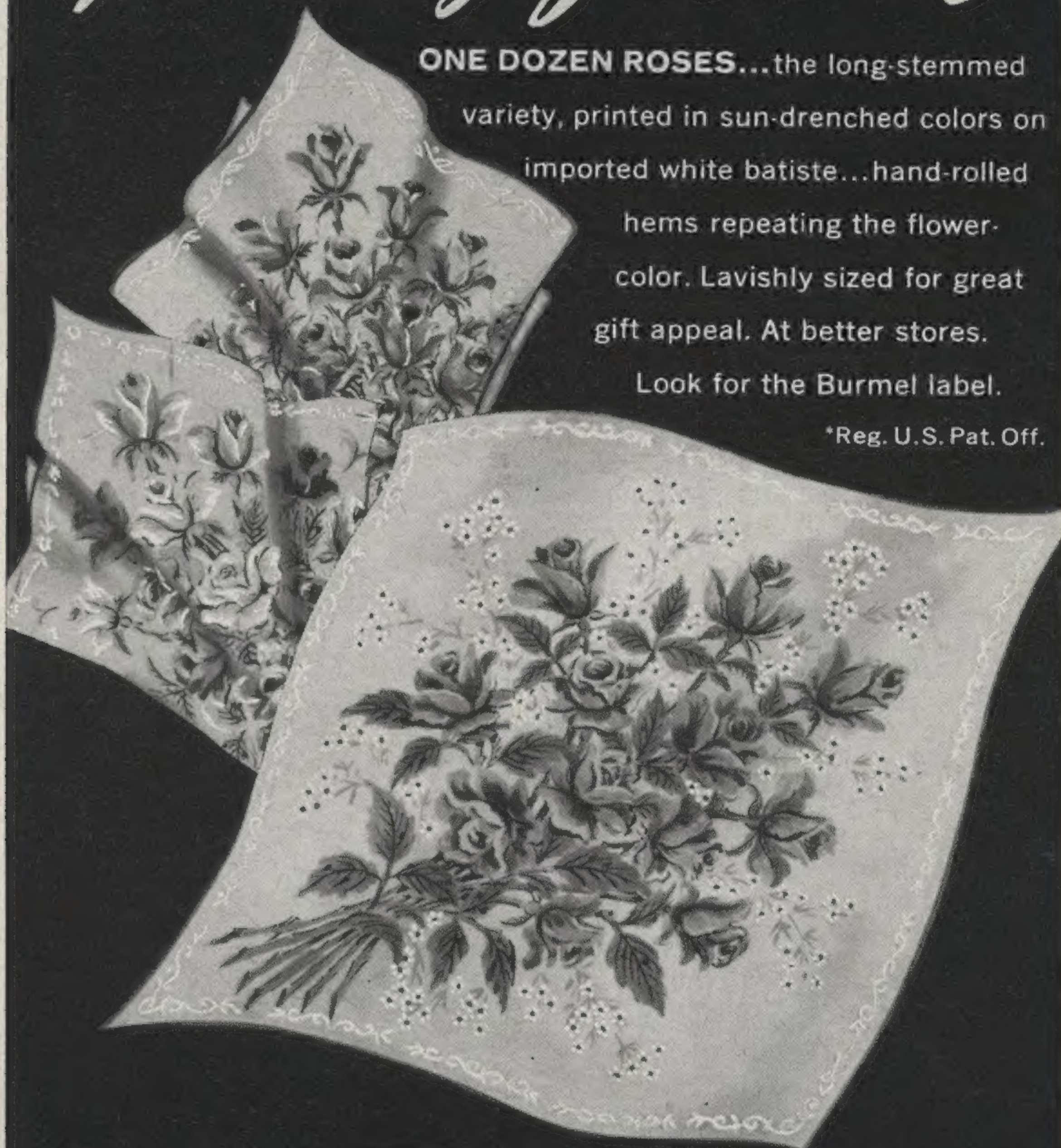
AZIZA EYE COSMETICS 13 WEST 57 ST., NEW YORK 19, N. Y.

Handkerchief of The Month*

ONE DOZEN ROSES...the long-stemmed variety, printed in sun-drenched colors on imported white batiste...hand-rolled hems repeating the flower-color. Lavishly sized for great gift appeal. At better stores.

Look for the Burmel label.

*Reg. U.S. Pat. Off.



Burmel New York

VIENNA NOW

(Continued from page 133)

ing of fine music, or this and that other interpretation of so rich a palimpsest.

For me, the most emotive message has to do with uniforms. The connection of Vienna with gay hussar uniforms is a cliché; in fact, one of the crack regiments that stood guard at the Hofburg was the Deutschmeister Infantry Regiment No. 4—dark blue coats, sky-blue trousers and black shakos. But there were indeed hussars—the Hungarian Life Guard wore scarlet from head to foot, frogged with silver, and lemon-yellow boots and a whole skin of a leopard cub swung round as a dolman; and there were Bosnian fezzes and blue-coated infantry and the chocolate-brown coated artillery and border regiments; and lancers with chapkas, and the white-cloaked First *Arcieren-Leibgarde*, the Savoy dragoons in green and various mountain and rifle regiments wearing green cock-feathers aloft; and the gen-

erals in gala dress of Cambridge-blue jackets.

All these might once have been seen strolling the Vienna streets together. They are still to be seen, in glass cases, for hall after hall in the Arsenal Museum. Uniform after uniform one passes. The richness seems endless. But it does end.

Suddenly the museum bellies out into a different kind of room containing one prone uniform and a large open, green motorcar. The uniform is the torn and stained dress which the Archduke Franz Ferdinand wore on the 28th of June 1914 at the summer manoeuvres at Sarajevo. The car, with its huge acetylene lamps and green leather padding, its brass trimmings and its yellow-wood near-nautical steering wheel, is a Gräf und Stift Double-Phaeton *Karosserie*. Its unlucky number is A111-118.

After that, all the halls are grey.

VOGUE PATTERNS

(Other views, sizes, yardages of the Patterns shown on pages 116-117)



Above, left: Vogue Pattern 4008. Dress in sizes 12 to 18 (32 to 38). For size 14 you'll need 6½ yds. of 39" fabric without nap. \$1.50. Centre: Pattern 4977. Dress: sizes 12 to 20 (32 to 40). For size 14: 3¾ yds. of 35" fabric without nap. Sash: ¾ yd. of 39" fabric. \$1. Right: Blouse—Vogue Pattern 9729. Easy to Make. In sizes 10 to 18 (31 to 38). For size 14: 1 yard of 35" fabric without nap. 60c. Skirt and petticoat: Vogue Pattern 9735. In waist-sizes 24 to 30 (hip 33 to 40). Size 26: 4½ yds. of 35" fabric without nap. 60c.

VOGUE PATTERNS ARE AVAILABLE AT IMPORTANT SHOPS IN EVERY CITY OR BY MAIL (POSTAGE PREPAID), FROM DEPARTMENT V, VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. (Some pattern prices are slightly higher in Canada.) Note: Connecticut residents please add sales tax. These patterns will be sent third-class mail. If you desire shipment first-class mail, please include 10¢ additional for each pattern ordered.

SUMMER ON A SHOESTRING IDEAS

The following is a list of shops throughout the country where items similar to those shown on pages 122-125 may be found.

Cleveland, Ohio.....	The Higbee Co.	Miami, Fla.....	Burdine's
Columbus, Ohio.....	F. & R. Lazarus	Pittsburgh, Pa.....	Joseph Horne
St. Louis, Mo.....	Stix, Baer & Fuller		

VOGUE incorporating Vanity Fair

PRINTED BY THE CONDÉ NAST PRESS, GREENWICH, CONN., U. S. A.

Does she...or doesn't she?



Hair color so natural only her hairdresser knows for sure!

It's a pleasure to look at her! And not only because her face is so pretty. It's just that she always looks so fresh and wholesome, so vital. **Her hair sings with color that's clear, sparkling.** Color that looks as right and natural under the searching sunlight as it does by the light of the moon. And *that's* the beautiful difference with Miss Clairol color. In *every* light, it's lovely...soft, ladylike and it leaves the hair so silky.

That's why hairdressers all over the world recommend Miss Clairol, use it *every* time to put lasting young color into fading hair...to cover gray. And *it takes only minutes*... minutes that can make a fabulous difference in your summer holiday because you'll look younger, look prettier and of course, feel more confident. So try Miss Clairol yourself. Today. In wonderful new Creme Formula or Regular.

MISS CLAIROL® HAIR COLOR BATH®

AMERICA'S LARGEST SELLING HAIRCOLORING IS KNOWN IN EUROPE AS MISS AMIROL®



©1958 Clairol Incorporated, Stamford, Conn.

LASTEX[®]



Even nymphs look more beautiful in swimsuits made with Lastex. For this elastic yarn works magic on swimwear...shaping smooth petal-like curves with invisible control...holding them gently yet firmly. And this silent sorcery lasts a long, long time.



Textile Division
United States Rubber

Rockefeller Center, New York 20, New York